

# PRINT NK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. X.

NEW YORK, MAY 16, 1894.

No. 20.

## THE ST. LOUIS REPUBLIC

DAILY AVERAGE NET CIRCULATION  
FOR FIRST FOUR MONTHS OF 1894.

St. Louis, Mo., May 5, 1894.

Chas. W. Knapp, General Manager of THE ST. LOUIS REPUBLIC, being duly sworn, says the actual number of full and complete copies of the Daily and Sunday REPUBLIC printed during the months of January, February, March and April, 1894, all in regular editions, was as per schedule given below:

Day.	January.	February.	March.	April.
1.....	57,050	53,720	55,070	*58,810
2.....	55,770	54,750	54,190	54,300
3.....	54,890	58,120	58,765	55,320
4.....	55,070	*67,405	*67,780	55,470
5.....	55,100	52,990	53,110	54,810
6.....	59,070	53,890	53,810	55,700
7.....	*67,630	54,030	54,040	59,820
8.....	54,190	55,140	54,110	*70,025
9.....	54,320	54,240	53,490	54,690
10.....	54,630	57,515	59,045	55,800
11.....	53,510	*66,625	*67,955	55,680
12.....	54,420	52,420	52,660	55,520
13.....	56,905	53,590	53,640	56,060
14.....	*67,170	54,060	54,590	60,645
15.....	53,100	54,350	54,520	*69,105
16.....	53,950	55,920	54,260	55,030
17.....	53,960	57,515	55,020	55,360
18.....	54,170	*67,070	*67,820	56,060
19.....	54,790	52,580	53,090	55,720
20.....	58,215	53,960	54,670	56,200
21.....	*67,600	53,870	54,870	61,055
22.....	53,350	53,290	53,890	*70,065
23.....	53,720	54,060	54,550	55,240
24.....	54,280	58,550	58,910	56,350
25.....	54,580	*67,285	*67,890	57,200
26.....	63,510	53,600	53,190	56,790
27.....	58,310	54,490	54,290	57,230
28.....	*67,905	54,490	54,690	60,510
29.....	53,280	.....	54,330	*70,405
30.....	55,270	.....	55,110	55,900
31.....	53,970	.....	58,785	.....
Total for month.....	1,764,065	1,575,805	1,753,420	1,760,360
+Less deductions.....	128,397	112,270	119,404	117,945
Total sold.....	1,640,668	1,463,535	1,634,016	1,642,415
Daily average net circulation.....	52,924	52,269	52,710	51,747

+All copies spoiled in printing, left over and returned unsold, are deducted so as to give the net circulation reaching actual readers. CHAS. W. KNAFF.

Sworn to and subscribed before me this fifth day of May, 1894.

SEAL


My term expires June 5, 1897.

EDW. A. SMITH,  
Notary Public, City of St. Louis, Mo.

By actual measurement, THE REPUBLIC has carried more paid mercantile advertising during the first four months of 1894 than any other paper published in St. Louis. Rates quickly furnished by

THE REPUBLIC, ST. LOUIS, MO.

OR AT NEW YORK OFFICE, 146 TIMES BUILDING,



# ATLANTIC COAST LISTS

**Go where you will,**

from the rock-bound coast of Maine to the  
muddy waters of the Lower Mississippi,

**You find the papers**

of the ATLANTIC COAST LISTS. You can't  
get away from them, neither can you get  
away from the people who read them. They  
inhabit the land and they contribute the  
buying power of the vast extent of country  
which these papers cover.

**There are 1400**


local weekly papers on the ATLANTIC COAST  
LISTS. They circulate in the homes, and  
through their advertising columns open  
the pocket-books of a cash-buying people.

**These local papers**

have an inestimable value and produce most  
satisfactory results, particularly to continu-  
ous advertisers.

CATALOGUES AND ESTIMATES  
UPON APPLICATION.

134 Leonard St. New York



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

Vol. X.

NEW YORK, MAY 16, 1894.

No. 20.

## IS THE ADVERTISING SOLICITOR A BLESSING OR A BANE.

Many unsuccessful advertisers attribute their failure to an unwise selection of mediums. They declare that they were persuaded, or hypnotized, into purchasing space in papers with not enough readers, or the right sort of readers, to make advertising in them profitable to any one but the solicitors and publishers. Even some old and successful advertisers will confess that, in order to rid themselves of a canvasser's importunities, or as a personal favor, they are occasionally led into patronizing mediums not able to give adequate returns in publicity. This being the case, the question arises whether it would be good policy for advertisers to refuse interviews to the representatives of papers seeking their business. Would they be likely to make wiser selections of mediums, thereby securing better returns from their investments, and would the more valuable mediums be benefited and the worthless ones be forced to suspend publication?

Dr. J. H. Woodbury, the proprietor and advertiser of the world-famed complexion soap which bears his name, being asked for an expression of his views concerning the matter, said:

"I am constrained to admit that I have frequently been persuaded into spending money in what, I could not help thinking, were undesirable mediums. I am not so liable to do this now, however, as when I first entered the advertising field. After an expensive experience, I learned to exhibit more firmness in resisting the eloquence of solicitors for mediums of whose value I was doubtful. I believe many advertisers are liable to be mesmerized into giving business to indifferent mediums, and I think the fact that some advertisement solicitors are much more successful in securing contracts than others is evidence that I am not mistaken. It has undoubtedly been the cause of many failures in the advertising world.

I do not believe, however, that thoroughly experienced advertisers can be influenced to any extent by the most eloquent canvassers. Like myself, they have learned by their experience that they must be able to resist a solicitor's persuasive arts or be prepared to make an assignment. If an advertiser finds he is easily persuaded into signing contracts, he should engage an agent to select his mediums and make his contracts for him. I am persuaded that a cold-blooded general advertising agent is usually less susceptible to a solicitor's arguments and appeals than his clients might be.

"I certainly have a higher opinion of a paper which employs no solicitors than of one which does; at the same time, I acknowledge that the latter stands a better chance of getting my business. Sometimes I grow tired signing contracts, and then a little gentle persuasion is necessary to induce me to utilize new mediums.

"I am confident that if many new and inexperienced advertisers were to refuse to grant interviews to canvassers, they would not subject themselves to the risk of being persuaded into patronizing unprofitable mediums, and their chances of success would, therefore, be greater. I am convinced that if all advertisers were to refuse to see solicitors, the more valuable mediums would be benefited at the expense of the worthless ones.

"I consider a well-written advertisement in PRINTERS' INK a first-class solicitor of business. If I were a publisher I should manifest my faith in the value of publicity by advertising my paper, just as I now evince it by advertising Woodbury's Facial Soap. I have frequently been induced to utilize a paper from seeing an advertisement of it in PRINTERS' INK, and have no doubt that other advertisers have been. I, therefore, believe that its advertising patrons get good returns on the money they expend."

Mr. Alfred E. Rose, of the H-O Company, is the president of a con-

cern whose rapidly increasing advertising expenditure is securing a large sale for Hornby's Oatmeal in every State of the Union. Just as soon as the seeds sown in one field gives evidence of yielding a harvest the cultivation of another field is begun. Almost every advertisement solicitor in New York has had occasion to call on Mr. Rose and, consequently, he is competent to express an opinion as to whether they are a blessing or a bane.

"We make it a rule," said Mr. Rose, "never to refuse an interview, whether the person seeking it be a bill distributor or the representative of some first-class medium. I am satisfied that I have never been led into signing a contract as a personal favor to a solicitor or in order to get rid of a solicitor's importunities. I admit that some advertisement canvassers exercise a certain magnetic influence on any one they come into contact with, but I do not think there are any successful advertisers who are unable to resist such influence. I scarcely agree with Dr. Woodbury, that because some solicitors are more successful in procuring business than others, it demonstrates that advertisers are influenced in the way referred to. A solicitor is often able to convince me by evidence and sound reasoning that money invested in the paper he represents is likely to bring substantial returns. I may be unable to recognize its value as an advertising medium until the extent of its circulation and the class of readers it possesses is made apparent to me. Because one solicitor is able to do this when another would fail, it does not indicate that I can be persuaded into using a medium against my will and better judgment.

"I hardly believe it would be wise for advertisers to refuse interviews to solicitors. I find they are generally a highly intelligent, gentlemanly set of fellows and although I may not care to utilize a certain paper, its representative who calls at this office may furnish me with information in regard to other mediums published in his city or State which will make the interview, so far as I am concerned, a far from unprofitable one.

"I certainly have not a better opinion of a paper which has no solicitors in its employ than one which has. I consider that the man who wants business should get out and hunt for it. A paper which hustles for advertisements shows enterprise, and an enterprising

paper has generally sufficient circulation to make it a valuable advertising medium. This, however, does not influence me either one way or the other in giving out business.

"I read the advertisements in **PRINTERS' INK**, especially those of journals published in cities and States we contemplate covering. I believe they are read by other advertisers, and I therefore think publishers are wise in courting publicity in the Little Schoolmaster's columns. I also read the articles concerning the best mediums to use in advertising in States and Territories, and more than once have been led into utilizing papers recommended in the articles." J. B.

#### SUCCESSFUL RAILWAY ADVERTISING.

*By Charles Rollin Brainard.*

The old saying, "There is nothing succeeds like success," is not only old, but polished with constant use until it has become a very mirror. It would not do to say, "used till the bones cropped out." The simile would not hold.

There is in the present instance the polish instead, and the reflection reaches to the utmost horizon of business influence.

One of the successes of the age is the Northern Pacific Railway. True, it is in the hands of a receiver, but a great many big roads are. It seems to be a way sometimes of clearing up a title. In addition to the usual methods indulged in, of local advertising, issuing folders by the hundred thousand, and having the goody good words of interested friends, editorial and otherwise, the road built a special car to be devoted exclusively to photography. It was fitted up with all the elegance of a costly Pullman. Accommodations for a half dozen aids to the principal photographer were a part of the furnishing; the "dark" room was a model of convenience as well as darkness; a cuisine was attached with an appropriate *chef*, so that at no matter what point of the journey the expedition might be, the members found the comforts of a home awaiting them whenever they entered the car.

Whether on the Minnesota prairies, or the foot hills further toward the west, or the rocky defiles of the mountains, or the sunset side of the Pacific slope, the car contained everything

that the elegance or convenience of an Eastern home could suggest.

It was complete in every respect.

The car was not only complete, but both interiorly and exteriorly it was a "beauty."

Of course wherever it went it was visited by the local population, and no letter went East that did not say something about the "Photographer's Palace on Wheels."

Wherever a good description was given by a local paper, several hundred extra copies were bought by the road, while the editor did the mailing. It paid, and it paid handsomely, not only to the editor but to the road.

That photographer's car on the Northern Pacific, and its outfit, is without doubt the finest thing of the kind ever seen. In the particular region through which it passes it is a vision of beauty. The work of the occupants was of the hardest kind. As a specimen: The car, arriving at its destination, was side-tracked; the objective point for views selected in a general way; the cameras loaded on the backs of stalwart shoulders, and in the outfit were instruments of the very largest kind ever turned out from a factory; an extra pad of blank paper secured by "ye scribe," whose duty was to write from nature, not from pictures and guesswork; and a journey was taken to the various points of interest, whether on the apparently boundless prairie; the cataracts of reckless rivers; the erratic growth of cedars, et. al., among the foot hills; the gloomy canons in the mountains; the glistening snow tops of the mountain giants of a thousand years of growth; or the sunny slopes of the hills where the setting sun kisses the twilight on the Pacific shore.

The expense incurred was enormous. Did it pay?

Would it have been continued if it had not paid? Most assuredly, no.

The photographs, drawings and sketches were reproduced in papers and magazines throughout the country. Sketches and stories were written. Books were published. Surveying parties hastened their work, for the prospective settler said he wanted a home in some one of those places pictured by the photograph, and photographs fortunately do not lie.

I was delegated one evening by the passenger agent of the Wisconsin Central, after its union with the Northern

Pacific, to go to Chicago, and take a night trip on the through train destined for the Pacific coast. The train left at 10 p. m. There were fifteen heavily loaded cars, ranging all the way from baggage, smoking, emigrant, tourist, passenger, to Pullman.

"You have a big load to-night," said I to the conductor.

"Oh, no, it is like this every night."

I know that he spoke the truth, for I had many such trips, and the opportunity for the discovery of untruthful statements was in my hands, not his.

What was the result attendant on the use of the photograph car and its enormous expense?

A section of the world hitherto unknown was opened, and its possibilities given to the public, for the public's benefit.

But how were the public reached? There is but one answer. By the press. The railway communicated the results of its labors to the press. The press gave the news to the world. The world appreciated the act by sending its representatives to the front, and the Northern Pacific is to-day one of the strongest of the young roads on the continent, and getting stronger.

No CAREFUL business man would buy a stock of goods without knowing exactly what he is buying, and a judicious advertiser will not invest in advertising without information as to the extent of publicity he will receive for his money.—*Washington Star.*

## LITTLE TRUTHS ABOUT ADVERTISING

There is a fixed, inexorable fashion in Business.  
IT IS TO ADVERTISE.

There is a fixed irremediable public habit. IT IS TO PATRONIZE PEOPLE WHO ADVERTISE.

If you would profit by the Habit you must abide in the Fashion.

## ADVERTISING FOR RETAILERS.

*Edited by Charles Austin Bates.*

Retail merchants are invited to send advertisements for criticism and suggestion; to ask questions about anything pertaining to retail advertising; to send ideas, experiences and hints for the betterment of this department. PRINTERS' INK is a clearing-house for ideas—this is the retail branch.

The invitation to send in advertisements for criticism has been so generally accepted that I am overloaded. That doesn't mean "Don't send any more." It only explains why it is impossible to give all of the communications attention.

I am compelled to select those which promise to be of most general interest, and I cannot promise to answer personal communications at all. Just the same I am glad to get all that come, and if they are not used or answered it is not because the spirit is unwilling, but because the flesh and my space have limitations.

If somebody will send in some good ready-made ads I might have more time for other things. Due credit will be given for all that are used—the address of the writer, if desired.

\* \*

A few weeks ago I received from R. W. Robertson & Co., of Brantford, Ont., some ads of theirs, each of which contains a humorous paragraph of some kind. I said then that I did not know whether that kind of advertising paid or not, and I am very glad to have had the question settled by this letter from Robertson & Co., which also contains some large chunks of advertising wisdom:

*Editor of PRINTERS' INK:*

DEAR SIR—We inclose you a few more of our ads, which you may use or not as you think fit.

We have had some valuable suggestions from PRINTERS' INK, and if our ads appear to you to have merit, they are at your disposal to publish, as we are not hoggish enough to take everything and give nothing.

We thank you for the frank and good-humored criticism of our ads in a recent issue of PRINTERS' INK. We are not inclined, however, to agree with your opinion in regard to humor in women. We have always found a touch of the "lighter vein" in the female portion of the community. They are quick to appreciate anything from a joke to a screaming farce, providing there is a due amount of refinement about it.

In speaking of our ads, you quite naturally ask: "Do they sell goods?" Our answer is, that we hear more customers in three months mention our advertisements than were formerly heard from in a year, when we made the plain, old-style announcement, or adopted the

"jingo" or aggressive style. What we conceive to be the principal strength of an ad is its implicit truthfulness; it has not taken the writer nineteen years to learn that the publication of fictitious prices will more quickly destroy the usefulness of an ad than any other agency, and is even more detrimental to business than incivility behind the counter. Although through a printer's error the price of a piece of goods might be changed to half its cost or less, the salespeople should be instructed to "hew to the line" until a correction is made, no matter what the loss may be.

In regard to our own advertising, we might say that we have followed nearly all the forms familiar to business men for the last decade or two, but from careful observation and comparison we have decided that the newspaper is the most direct and profitable method of reaching people who have money to spend and whose wants we can supply.

To use that medium well, it appears to us that the heading of the ad should not only be catchy, but the whole ensemble of the thing should be unique and attractive.

The style of ads appearing day by day, or weekly, should also be varied, so as to retain the interest of the readers and constantly awaken curiosity, otherwise they are apt to stale on the public, or get that "stereotyped" or ready-made appearance so familiar nowadays.

We agree with you that the "Wanamaker style" (which is evidently the mode at present) is pre-eminently in the best form of "the art," and the most refined and convincing method of addressing shoppers through the columns of a newspaper. But don't you think that it has lost much of its "infinite variety" by being indiscriminately copied from the Atlantic to the—well, I might say Hawaii?

Wanamaker, like warmed-up hash, crops up in every country newspaper and in every conceivable adaptation, until, like Quince, we are constrained to exclaim, "Bless thee, Bottom, bless thee; thou art translated." Yours very truly,  
R. W. ROBERTSON & Co.

\* \*

The Æolian Organ and Music Co., 18 West Twenty third street, New York, send me their catalogue and a series of printed advertisements, which are sent to their agents in different parts of the country, for use in local papers.

The plan is excellent and the same may be said of some of the ads. Quite a number of them, however, are not of a character to be very effective in the ordinary newspaper. The illustrations are too finely drawn to show up well, and the display suggests that the ads were originally designed for use in

circulars or magazines. Here are a couple of the smaller ads, the display of which is particularly pleasing:

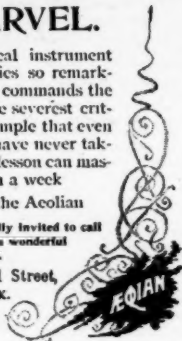
## A MARVEL.

A musical instrument with qualities so remarkable that it commands the praise of the severest critics, yet so simple that even those who have never taken a music lesson can master it within a week.

Such is the Aeolian

You are cordially invited to call and see this wonderful instrument.

18 West 23d Street,  
NEW YORK.



... The ...

## Aeolian Repertoire

is unlimited. Any piece of music ever published can be obtained for this wonderful instrument. All music for the Aeolian is arranged from the full orchestral score, and is therefore more perfect than a simple piano or organ arrangement.

A call at our warehouses will be of interest to you.

18 West 23d Street,  
NEW YORK.



The Aeolian catalogue, and also a little booklet which they get out, are exceptionally good examples of fine printing and dainty bindings. The catalogue cover is, I think, as tasteful and artistic a piece of work as I have ever seen. The design is embossed on heavy white paper in a sort of purplish gray tint, with just enough gold lines to relieve the somewhat severe effect. It is very evident that no expense has been spared in the preparation of the catalogue, which is fully illustrated with wash drawings and pen and ink sketches. I do not know whether the catalogues are sent out promiscuously or not, but they are worth having.

A scheme which must have cost a great deal of money is that of the Carleton Shoe Store, at 96 Hanover street, Boston. It is not a new idea, nor, I think, a good one, although the originators of this particular adaptation of it think that it is. The scheme is to send out letters as near as possible, without counterfeiting the stamp, like a letter which has passed through the mail. The letter was delivered by a man dressed in uniform similar to a letter carrier's. I am told that a large number of the letters were returned to the post-office, and that further use of the scheme was abandoned at the request of the post-office authorities.

This kind of thing comes under the head of "misleading advertising," and as such is to be condemned from both an ethical and a business standpoint. It seems to me that it would give the impression of trickiness, and so would harm the house using it very much more than it would help.

It certainly seems to me that the amount of money such a scheme would cost could be made very much more effective if used in buying space in newspapers. I do not believe that one in a hundred of such schemes really pays.

I believe that people like to do business and talk business in a business-like way, and I do not believe that anybody likes to be fooled.

\* \*

This is a good ad. It tells plainly a plain story. It sounds as if it were true. It is one of a series of such ads, and, I have no doubt, was effective:

## Cheap Wall Paper!

There is a big Wall Paper Trust, with twenty million dollars capital. They are trying to swallow up all the mills. There are only two houses outside; if they go in the price of Wall Paper will go up. At present there is a big fight on, and paper is being sold cheaper than ever before. L. A. WILL is the only dealer in Salina that buys outside the trust. If you want to buy paper cheap go to

## L. A. Will's Book Store.

THEY HAVE THE  
LARGEST STOCK  
IN SALINA.

\* \*

Will S. Power, an advertisement writer of Pittsburgh, sends me several of his recent booklets,



All of them are very creditable from a typographical standpoint. One called "Black and Tan" is about the shoes of C. A. Verner. Cuts of the tan shoes are printed with tan colored ink, the black shoes in black ink and the descriptive matter of each is in the opposite color. The cover is divided into equal triangles of black and tan, with the head of a black and tan dog pushed through the black portion.

Another pretty piece of work is called "A Dainty Morsel." It contains eight pages of appetizing talk about "Pittsburgh's Delmonico." The shape is unique and the whole production very pleasing. A local restaurant is hard to advertise, and self-circulated printed matter is one of the best methods, provided the printing is well done.

*For Drugs.*

## QUALITY

is the first thing to be considered when buying medicine; after that comes the question of price. If you

## Get It At Blank's

the first is guaranteed, the second speaks for itself. Drop in and see for yourself. You are welcome, even if you only want to look at the directory.

*For Any Business—(By N. G. Bubier).*

Scientists tell us that there are

**10 POUNDS**

OF

**GLUE**

in every man's body. We intend to

**STICK**

to the following low prices, if it uses up our entire supply.

GOODS, PRICES, ETC., TO FOLLOW.

*For Hats—(By J. E. Scanlan).*

**Your  
Wife  
Will  
Leave  
You**

if you wear that old hat much longer. It looks so worn and shabby, and has no more style about it than a cord of wood. You would not be a bad-looking fellow at all, if you wore one of SCANLAN'S nobby new spring hats. The prices are easily within your reach. Do you take the hint?

*For Dry Goods—(By R. W. Robertson).*

## Our Wretched Memory.

We had intended to tell you about a lot of pure linen towels we got from a man in Dumfermline, Scotland, but we have so many bargain lines to talk about our memory sometimes fails us.

That recalls the wonderful memory that old black cat of ours had. She did have the most remarkable memory of any cat almost we ever knew. Why, she once came into the kitchen and sat down on a hot stove lid, and do you know that ever after that, as long as we had her, she never sat down on a hot stove lid again. She wouldn't even sit down on a cold stove lid—at one time we thought it was her sagacity, but now we believe it was her memory.

Do you think that you could memorize a few prices? Here they are:

*For Clothing.*

**YOU NEED**

A DECENT

**SUIT.**

You need it now—don't spoil your credit by wearing seedy garments—look like prosperity if you would have folks think you are prosperous. We have a black Cheviot at

**\$12.50**

CUT IN

LONG SACKS, DOUBLE BREASTED  
SACKS AND REGENT FROCKS.

When you wear it your friends will think that the good old boom days had returned, when you could afford to pay \$50 or \$60 for a suit.

*For Furniture.*

**IN OLDEN TIMES**

people used little or no furniture; they did not feel the lack of it, because they did not know how to use it.

**IN LATER DAYS**

only the rich could afford those luxuries, and the people used their own makeshifts, hammering it into the shape of furniture. But

**IN THESE DAYS**

the development of the artistic and the love of the beautiful create a necessity for furniture of pretty designs and reasonable prices.

Here is just where we come in with our well selected stock of

**FURNITURE AND CARPETS**

Assorted from the lowest prices to best, values that cannot be equaled anywhere, and sure to please you.



## ADVERTISEMENT WRITERS HAVE TROUBLES ALSO.

NEW YORK, May 8, 1894.

Editor of PRINTERS' INK:

I wish to ask a question which, I believe, may be of interest to a number of the readers of PRINTERS' INK.

During the last couple of weeks I have received letters from business men asking me to prepare circulars or advertisements and submit them, with the understanding that they were to be paid for if they were satisfactory.

So far, it seems to me that the arrangement is perfectly fair, but, incidentally, it came to my knowledge that these same merchants had written to a number of other advertisement writers, making the same proposition.

The idea I gather from these circumstances is that if five or six of us submitted circulars for acceptance, the advertiser would select the one which he considered best, returning the others, without comment and without pay.

It strikes me that this is manifestly unfair. Suppose the price for writing the circular were \$10. The merchant would thus have the benefit of \$60 worth of work, and five of the writers would have worked for nothing. Now, the chances are that some one of these writers, if he had not been able to please the advertiser with his first effort, would have been able to so modify it that it would have been acceptable.

This, I believe, all writers are willing to do. It seems to me that the advertiser should select one writer and finish with him before he gave an order to another. The objection to this might possibly be that it would take five or six weeks to go through a list of five or six writers. In that case, it seems to me, the advertiser ought to take the same chance with his writing as he does with his law case or with his doctor. He ought to go to the writer whom he thinks is the best and get the best that that man can do, and let that end it. Going to five or six at once is something like going to five or six printers at once and then accepting only the job which pleases most. The proportion of expense in printing is, of course, greater than in writing; still, all of us have our expenses, and the principle is exactly the same—at least, that's the way it looks to me.

I write to you for an opinion on the subject, if you consider it of enough general interest to justify an expression in PRINTERS' INK.

Yours very truly, C. A. B.

The plan referred to by "C. A. B." would appear to be good enough for the advertiser, but very bad for the writer. It is a plan that the advertisement writer of no reputation and little business will be willing to act upon. It gives him a chance to make a reputation. The advertisement writer who is busy, and who has gained a reputation, will generally do better to throw such applications into his waste basket.—Ed. PRINTERS' INK.

THE nickel-in-the-slot-machines at Pawtucket, R. I., were not intended for coppers, but the coppers raided them and carried them off.—*Savannah, Georgia, Sunday Dispatch, May 2nd.*

A NEWSPAPER cannot be run to suit the individual tastes of its readers. It should be treated as a bill of fare—you take the things you like and leave the things you dislike.—*Greenbush (N. Y.) Star.*

## Classified Advertisements.

Advertisements under this head, two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

## WANTS.

USE the Persian Corn Cure.

PROCURE estimates of Dodd's Agency, Boston.

A DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

A DS. VICK'S MAGAZINE, 300,000. 38 Times Building, N. Y.

THE ST. NICHOLAS MAGAZINE wants your attention, and deserves it.

USED Columbian postage stamps are bought by E. T. PARKER, Bethlehem, Pa.

STITCHING machine, with power fixtures. Send net price. C. M. PARKER, Taylorville, Ill.

ADV. sol'r, highest refs., very best connections, open for engagement. "P. Q." Printers' Ink.

ALL values Columbian stamps (except 2c.) wanted. CRITTENDEN &amp; BORGMAN CO., Detroit.

NEW borders for effective advertising display. E. L. SMITH, 189 Washington St., Boston, Mass.

ILLUSTR'D features for newspapers and advrs. HARPER ILLUSTRATING SYN., Columbus, O.

AGENTS wanted. Samples and terms free. Send 6c. postage. SWANK MFG. CO., Fremont, O.

I WANT to buy a country daily or weekly. What offers? A. GLIDDON, 21 East 130th St., New York.

WANTED—Orders, at 10 cents a line, for a weekly family paper; 50,000 circ. proved. O. L. MOSES, 138 Nassau St., N. Y.

"SMALL TALK ABOUT BUSINESS." A catchy booklet tells about it—sent free. FREMONT PUBLISHING CO., Fremont, Ohio.

"SMALL TALK ABOUT BUSINESS." By mail. Paper, 40 cents; cloth, 75 cents. FREMONT PUBLISHING CO., Fremont, Ohio.

THE American Newspaper Directory for 1894 is now ready: price, five dollars. GEO. P. ROWELL &amp; CO., publishers, No. 19 Spruce St., New York.

MORE newspaper men to know the saving of time, labor and money caused by the preparation of copy on the Remington Typewriter. 327 Broadway, New York.

WE will buy a second-hand Web four and eight page press. Will also sell a Clans Pony Web, four pages, guaranteed 10,000 an hour. NEWS, Des Moines, Ia.

SUCCESSFUL newspaper man will take editorial and business management of losing city daily and make it pay. Salary according to success. "F. C. L." Printers' Ink.

ARE you a manufacturer of some article of real merit, a good thing you wish introduced to Western trade? If you are, address "SALESMAN," Lock Box 870, Omaha, Neb.

WE would buy a good second hand medicine wagon, such as is used by vendors of patent medicines throughout the country, provided the price were right. NEW METZGER MEDICAL CO., Decorah, Iowa.

NEWSPAPERS, circulars, samples, etc., distributed in District of Columbia and adjoining States; signs nailed up; paint wall, bulletin, barn and fence advertising signs; mailing and addressing. HERMAN J. MARTIN CO., Washington, D. C.

CORRESPONDENTS WANTED—Everywhere! Bright, young newspaper men run across paragraphs and news items daily that are exactly in PRINTERS' INK's line. If they must be of interest to advertisers. All such items are welcomed. Send along a sample item, and your name shall be placed on our mail list, so that you may receive the paper regularly and learn how to lend effective aid toward making it better. Address all communications to PRINTERS' INK, New York.

**A**N elegant embossed cover on a catalogue insures it from the waste basket. It is our business to design and execute. Write for estimates. **GRIFFITH, AXTELL & CADY CO.**, Holyoke, Mass.

**B**ICYCLE dealers who want an effective means of advertising their wares in the newspapers can get interesting information by addressing **HARPER ILLUSTRATING SYNDICATE**, Columbus, Ohio.

**W**HAT can we do for you in Washington! Commissions for publishers, advertisers and others executed at moderate prices. Interviews secured, literary and news articles prepared, and business transacted with the Department. Save yourself a trip to the Capital by writing to **ASSOCIATED TRADE & INDUSTRIAL PRESS**, 918 F St., N. W., Washington, D. C.

#### SUPPLIES.

**V**ICK'S MAGAZINE supplies customers.

**V**ICK'S MAGAZINE supplies customers.

**V**AN BIBBER'S  
Printers' Rollers.

**Z**INC for etching. **BRUCE & COOK**, 190 Water St., New York.

**A**DVERTISING supplies business when nothing else will. Try **ST. NICHOLAS**.

**N**EW borders for effective advertising display. **E. L. SMITH**, 180 Washington St., Boston, Mass.

**T**HE American Newspaper Directory for 1904 is now ready: price, five dollars. **GEO. P. ROWELL & CO.**, publishers, No. 10 Spruce St., New York.

**T**HIS PAPER is printed with ink manufactured by the **W. D. WILSON PRINTING INK CO.**, L'E'd, 10 Spruce St., New York. Special prices to cash buyers.

**5,000** 6½ ENVELOPES (XX white) printed by printers, for \$6.00, cash with order. Samples, 2c. stamp. **LONDON PTO. CO.**, Columbus, Ohio.

**P**APER DEALERS—**M. Plummer & Co.**, 43 Beekman St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of Printers' Ink.

**C**HECK THE INSERTIONS OF YOUR ADS—For \$2.50 per 100, or \$5.00 per 1,000, I will furnish cards which are the simplest and most complete method of keeping track of the insertions of your advertisements ever invented. The **Geo. P. Rowell Adv. Co.** have used them for the past twelve years. Address **WM. JOHNSTON**, 10 Spruce St., New York.

#### BOOKS.

**B**OOK of ideas on advertising, in colors. 50c. buys it. **A. J. EMBREE**, Belton, Texas.

**D**ANGER SIGNALS, a manual of practical hints for general advertisers. Price, by mail, 50 cents. Address **PRINTERS' INK**, 10 Spruce St., New York.

**90** IDEAS on advertisement composition is a 96-page pamphlet showing ninety different ways in which the same newspaper advertisement can be displayed. Advertising managers, publishers, editors and others should have a copy. Sent by mail for 25 cents. Address **THE INLAND PRINTER CO.**, publishers, 216 Monroe St., Chicago.

#### TO LET.

**V**ICK'S MAGAZINE. Space.

**V**ICK'S MAGAZINE. Space.

**A**DVERTISING space in **ST. NICHOLAS**.

**T**O LET—Front office in building No. 10 Spruce Street. Large and well lighted; steam heat; electric light; size about 25x40. Can be subdivided into several offices. Rent, \$50 a month. For further particulars address **GEO. P. ROWELL & CO.**

#### MISCELLANEOUS.

**ST. NICHOLAS.**

**U**SE the Persian Corn Cure.

**V**ICK'S MAGAZINE A1 + 1 - 0 = 200,000.

**V**ICK'S MAGAZINE A1 + 1 - 0 = 200,000.

**R**ELIABLE dealing with **Dodd's Agency**, Boston.

**V**AN BIBBER'S  
Printers' Rollers.

**\$18** SAFE. We pay freight. Send for circular. **ELGIN SAFE CO.**, Elgin, Ill.

**S**END cabinet photograph and 35c. and receive 12 miniature photos. **G. FAIRFIELD**, Wind Gap, Pa.

**I**N answer to our notice to advertisement constructors in **PRINTERS' INK**, issue of March 21st and 25th, great numbers of advertisements were sent in of such a high average character that, although we wanted but 45, we accepted and paid for 304. In pursuance of our agreement to publish the best of the advertisements, together with the reasons that prevailed in arriving at the decision, this is to give notice that the promised publication will be given in **PRINTERS' INK**, issue of June 6th.

**RIPANS CHEMICAL CO.**  
New York, May 8, 1894.

#### BILLPOSTING AND DISTRIBUTING.

**V**ICK'S 200,000 beats billposting, cos it's permanent.

**V**ICK'S 200,000 beats billposting, cos it's permanent.

**R. H. JOHNSTON**, advertising distributor. 1531 Franklin Ave., St. Louis, Mo.

**\$1.00** PER 1,000 distributes anything in No. Indiana. **CHAS. L. SIMS**, Elkhart, Ind.

**H**AVE you tried circular adv. in West. Mich.? Give me one trial and I will not have to ask for the next one, you'll send it yourself. Write. **PETER P. STEKETEE**, bill distr., Muskegon, Mich.

#### STREET CAR ADVERTISING.

**W**RITE TO **FERREE**, First National Bank Bldg., Hoboken, N. J.

**B**IG inducements for advertising on the elevated railways New York, Brooklyn and street cars everywhere. Rates and original sketches free. **JOHN BROS.**, Temple Court, N. Y.

**A.** **A. J. JOHNSON**,  
261 Broadway, N. Y. City,  
places car advertising  
advantageously anywhere.  
Get his figures.

#### ILLUSTRATORS AND ILLUSTRATIONS.

**ST. NICHOLAS.**

**F**OR magazine illustrations, **H. SENIOR & CO.**, 10 Spruce St., N. Y.

**V**ICK'S MAGAZINE's own artist will make special designs for advertisers.

**V**ICK'S MAGAZINE's own artist will make special designs for advertisers.

**A**LL kinds of drawings and designs made. **E. LUTZ**, 166 West Ave., Buffalo, N. Y.

#### SPECIAL WRITING.

**D**ON'T be afraid of my "ed. copy." It's all right. Helps circulation and advertisements. **G. T. HAMMOND**, Newport, R. I.

**P**OEMS, stories, sketches, for special occasions. Send 50 cents for syndicate Memorial Day poem, or \$1 for Memorial Day and Fourth of July. Story for either day, \$1. Money returned if unsatisfactory. "B. H. M." 91 Highland Place, Indianapolis. Have written for *Youth's Companion*, *Catholic World*, *Christian at Work* and other leading publications.

## ADVERTISING AGENCIES.

**A**LL take ads for VICK'S.

**A**LL take ads for VICK'S.

**A**LL indorse ST. NICHOLAS

**G**IVE Dodd's Agency, Boston, a trial.

**G**EO. S. KRANTZ, special advertising agent for N. Y. dailies, 108 W. 14th St., N. Y.

**N**EWSPAPER Advertising and Purchasing Agency, 19 East 14th St., New York.

**A**DVERTISING. City and country papers. See GEO. W. FLAUE, 25 Broadway, N. Y.

**100** LEADING dailies, circ. 6,000,000; \$9 rate. FLETCHER ADV. AGENCY, Cleveland, O.

**I**f you have in mind placing a line of advertising anywhere, address B. L. CHANS, Room 4, No. 10 Spruce St., N. Y. City.

**I**f you intend to advertise in any manner in the D. C., consult us. HERMAN J. MARTIN CO., 1902 7th St., Washington, D. C.

**I**f you wish to advertise anything anywhere at any time, write to the GEO. P. ROWELL ADVERTISING CO., 10 Spruce St., New York.

**H**ICKS' Newspaper Advertising Agency. WILLIAM HICKS, proprietor, 132 Nassau St., New York.

**A**LIVE Washington letter in exchange for advertising space in your paper. Write us. HERMAN J. MARTIN CO., 1902 7th St., Wash., D. C.

**S**END business for Brockton (Mass.) ENTERPRISE through reputable agencies in Chicago, Philadelphia, Boston or N. Y. Circ'n exceeds 7,000.

**T**HE American Newspaper Directory for 1894 is now ready; price, five dollars. GEO. P. ROWELL & CO., publishers, No. 10 Spruce St., New York.

**C**HARLES H. FULLER'S NEWSPAPER ADV. AGENCY, 112-114 Dearborn St., Chicago, Ill., Temple Court, New York. Established 1880. Estimates cheerfully furnished.

**C**ONGRESS is in session. We are correspondents and reporters for newspapers all over the U. S. Write us. HERMAN J. MARTIN CO., 1902 7th St., Washington, D. C.

**T**HE INTER-STATE ADVERTISING AGENCY, of Kansas City, Missouri, a young and successful institution, would like an opportunity to compete for your business. It charges nothing for name, experience or ability—only for the space used. Our rates are what you want—ask for them.

## ADVERTISEMENT CONSTRUCTORS.

**C.** A. BATES.

**S**T. NICHOLAS.

**S**EE JONES' BOOK, mentioned below.

**C**AREFUL service at Dodd's Agency, Boston.

**"B**USINESS BULLETS" for the asking. JED SCARBORO.

**U**P-TO-DATE ads. They'll please you. DU-PORT, N. Elm St., Westfield, Mass.

**T**HIS week I'm writing ads for plug tobacco, stationery, gumming machines, patent oil can. J. SCARBORO.

**I**f you are a clothier, a shoe man or a hatter, I've got special figures for you. JED SCARBORO, Station W, Brooklyn.

**T**HE best retail ads, if they are not too big, are 5 for 45. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. "Ads that sell goods."

**"A**DVERTISING for Retailers," 64 pages, 25 cents (postal note, silver or stamps). It's a good book for merchants and for newspaper men. Among other things it contains 25 or 30 ready-made ads. Address CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

**T**HE American Newspaper Directory for 1894 is now ready; price, five dollars. GEO. P. ROWELL & CO., publishers, No. 10 Spruce St., New York.

**A**SK for "Business Bullets," a brisk little booklet loaded to the muzzle with hard facts. It's free. JED SCARBORO, Station W Brooklyn.

**J**ONES' BOOK tells how he writes ads that will greatly increase your business. Free to merchants. CHAS. F. JONES, 337 Fourth Ave., Louisville, Ky. Write to him for it.

**"B**OOK of Ideas for Advertisers," 50 illustrations, 79 styles of ready-made ads. Table of type. Hundreds of valuable suggestions. 100 pages. Only 25 cents, postpaid. D. T. MALLETT, publisher, 78 Reade St., N. Y.

**"A**DVERTISING for Retailers," 64 pages, 25 cents (postal note, silver or stamps). It's a good book for merchants and for newspaper men. Among other things it contains 25 or 30 ready-made ads. Address CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

**I** WANT to write ads and circulars for medicines and other proprietary articles for manufacturers who want to reach the trade, and for magazine advertisers. My charges for this work are moderate, and I don't believe anybody can do better. Write to me. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

**I** DON'T like to praise my own work too much—sounds egotistical. I'll just say it's good. I write ads, circulars, booklets, catalogues, prices reasonable—and I don't want a cent of your money if the work doesn't suit. Hadn't you better try me! Lots of other business men do. Write me, anyhow. BERT M. MOSES, Box 253, Brooklyn, N. Y.

**M**Y PRICES—They're going up—that means I'm busy. Hereafter all of my ads under \$1 in, single column, will cost \$2 each—that means samples, too. A discount will be made on quantity. I will cheerfully refund cash if work is not right. Here's a fair proposition. If you'd like to see my work, send cash. WALTER W. BRETT, 335 Central Park West, N. Y. City.

**N**O MAN knows business like the man who is in business. Have been feeling the public pulse for twelve years—three years as partner in the business. My diagnosis has been successful; my treatment has never failed. I believe in and take my own medicine. Have lots of original ideas, and half time to spare for any one outside of Chicago. Can I prescribe for you! GEO. A. BERRY, 185 Van Buren St., Chicago.

**W**HO WRITES YOUR ADS! Do you do it yourself? Do you always have time to do it? Isn't it burdensome at times? Don't you occasionally neglect it? Isn't your time worth more at something else? I write ads. Don't do anything else. I don't place advertising and don't want to. I have an undivided mind to devote to the writing of your ads. I have all the time there is. No matter how busy I am I am never hurried, and yet I am always on time. Write to me. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

**T**O write a good ad requires more than a mere ability to say "smart" things. It requires a knowledge of people, their needs and their desires. A business writer should be a business man first. He should have had actual experience in buying and selling. He should be familiar with advertising from the standpoint of the merchant or manufacturer and from the standpoint of the publisher and solicitor. He should have a practical knowledge of printing. I know these things. That's the reason I am in this business. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y. "Ads that sell goods."

**M**Y book, "Advertising for Retailers," is 5x7 inches and 64 pages thick. It contains MY Idea of It, By the Wayside. The Way I See It, Advertising Piano, Advertising a Bank, Advertising in 1894, Advertising a Grocery, Advertising a Shoe Store, Advertising a Drug Store, Retail Bicycle Advertising, Advertising a Hardware Store, Papers Devoted to Advertising, Advertising a Department Store, Advertising for Retailers, "About My Own Business," and 23 ready-made ads for the various businesses. The price is 25 cents, on the Rogers-Peet plan—"Money back if you want it." Stamps, silver or postal note. CHARLES AUSTIN BATES, Vanderbilt Bldg., N. Y.

## FOR SALE.

**A** DVERTISING space in ST. NICHOLAS.

**A** DVERTISE with Dodd's Agency, Boston.

**\$1** BUYS 4 lines 50,000 copies proven. WOMAN'S WORK, Athens, Ga.

**30,000** LETTERS, '92 and '93. A. B. DODGE, Manchester, N. H.

**F**OR sale or lease—Trade paper owned 20 years by WM. DRAPIER, Indianapolis, Ind.

**N**EW borders for effective advertising display. E. L. SMITH, 180 Washington St., Boston, Mass.

**F**OR SALE—Cheap. 1/4 Gordon press; good order; chase size 16x15 inches. Address TEL-EGRAM, Camden, N. J.

**F**OR SALE—\$675 buys 15-year established newspaper and job office; 40 minutes from city hall, N. Y. City. "CASH," care Printers' Ink.

**T**HE American Newspaper Directory for 1894 is now ready; price, five dollars. GEO. P. ROWELL & CO., publishers, No. 10 Spruce St., New York.

**F**OR SALE—Very cheap, an afternoon newspaper, published in a prosperous city. For particulars address "AFTERNOON PAPER," care Printers' Ink.

**F**OR SALE—Republican paper (county seat town), with latest improvements, paying 30 per cent; half cash; owner has four stores. R. L., Printers' Ink.

**M**Y CABINETS for electrotypes are dust-tight and vermin-proof. Various sizes. Price lists. Advertisers need them. HEBER WELLS, 157 and 159 William St., New York.

**H**ANDSOME illustrations and initials for magazines, weeklies and general printing, 3c per inch. Sample pages of cuts free. AMERICAN ILLUSTRATING CO., Newark, N. J.

**F**OR SALE—Newspaper plant, established 60 years, consisting of morning daily and weekly, job office and book bindery, at Pottsville, Pa. Address FRANK CARTER, Pottsville, Pa.

**N**EW newspapers. A list of the names of the new newspapers started each week, furnished on application. For terms address RIDGE MFG. CO., Box 375, Ridgewood, N. J.

**R**EMINGTON STANDARD TYPEWRITERS; absolutely unrivaled for durability, speed, simplicity and excellence of design and construction. WYCKOFF, SEAMANS & BENEDICT, 327 Broadway, New York.

**F**OR SALE The undersigned owns, and has owned for twenty years, 134 lots in that part of Jersey City known as Marion, and wants to sell them all or part. The buyer need not pay much money down; just enough to convey the assurance that the new man will hereafter relieve me of the obligation, that has become tiresome, of paying taxes on property that produces no income. To see a map or for other information, call on Geo. F. Rowell, No. 10 Spruce St., N. Y.

## ADVERTISING MEDIA.

**2**-LINE ad one year \$1. Circulation, 10,000 a month. OUR HOME, Rose, N. Y.

**P**ERSIAN Corn Cure. Samples free. Send address to M. COHN, 332 W. 51st St., N. Y.

**A**DVERTISERS' GUIDE. Mailed on receipt of stamp. STANLEY DAY, New Market, N. J.

**H**ARDWARE DEALER'S MAGAZINE. Send for adv. rates and copy. 78 Reade St., N. Y.

**A**NY person advertising in PRINTERS' INK to the amount of \$10 is entitled to receive the paper for one year.

**D**OMINION Newspaper List (60 weekly papers). Sworn circulation 32,236. CANADA READY PRINT CO., Hamilton, Ont.

**A**DVERTISERS—Only 10 cents per line, circulation 20,000. Best medium on earth. CRIFE'S COMMERCIAL REPORTER, Marion, Ind.

**T**HE OPTICIAN AND JEWELER guarantees circulation 25,000 copies each month among people who buy. 56 Maiden Lane, New York.

**I** COVER the State of Indiana. 13 leading dailies. FRANK S. GRAY, 15 Tribune Bldg., N. Y.

**R**EADY PRINTS—All sizes; low prices; varied features; special news service. UNION PRINTING COMPANY, 15 Vandewater St., N. Y.

**T**HE METROPOLITAN AND RURAL HOME, N. Y., an agricultural and family journal, issues over 600,000 monthly. It pays advertisers.

**T**HE American Newspaper Directory for 1894 is now ready; price, five dollars. GEO. P. ROWELL & CO., publishers, No. 10 Spruce St., New York.

**T**HE HEARTHSTONE, 285 Broadway, N. Y. Largest paid-in-advance circulation of any similar monthly in the United States. Send for rates and sample copy.

**A**DVERTISING in newspapers of "known circulation" means "BUSINESS." For particulars address A. FRANK RICHARDSON, Tribune Bldg., N. Y. Chamber of Commerce, Chicago.

**"C**OLLY, how she pulls! HOMES AND HEARTS is "she"; 50,000 pairs of eyes see it monthly; household journal; 40c. line; yearly, 25c. Send to WAITENBERG'S AGENCY, 21 Park Row, N. Y.

**C**HURCH MAGAZINES. An effective medium, reaching 35,000 Philadelphia homes. Twenty magazines published for leading churches by the Church Press Association, Incorporated. 10 So. 18th St., Philadelphia, Pa.

**100,000** CIRCULATION, 30c. a line. In June we shall issue the first number of the AGENTS' GRIP, and shall circulate 100,000 copies of the first edition. Affidavits will be furnished each advertiser. Forms close May 25. Address Box 229, Rose, N. Y.

**T**HE SILVER CROSS, of 158 W. 23d St., N. Y., is the King's Daughters' magazine. The manufacturers of Bon-Ami say: "It has been the means of introducing our goods into hundreds of cities where we were not previously doing business." May we send you a copy?

**T**HE day of the weekly printed by a daily has not passed, as some people who don't print weeklies with a daily are trying to make advertisers believe. Make such a weekly a good newspaper and it has as large a field as ever. Send for sample of the New York WEEKLY TIMES.

**F**RATERNITY PAPERS—I am special agent for all the official and leading papers of the various fraternal orders. One inch, one time, in 15 of the best papers, will cost \$25. Rates furnished on special lists of Masonic, Royal Arcanum, A. O. U. W., Knights of Pythias and all others of this class. Send for list and rate card. GEO. S. KRANTZ, Special Agent, 102 W. 14th St., N. Y.

**B**ECAUSE the Democratic party has gone mad is no good reason why new enterprises should not be started. In truth, it seems to us that the present is a good time to start weekly papers if you are wise enough to look up our plan. We furnish everything except a few locals. We send you each week 1,000 half-printed 16 pages, illustrated, at about the cost of the white paper. Send to W. P. WHEELER, 132 Nassau St., N. Y.

**A**MERICAN SWISS GAZETTE. (Amerikanische Schweizer Zeitung.) The only organ of the 300,000 Swiss population in the United States. Established in 1885. Adopted by the Swiss Legation in Washington and the authorities in Switzerland as medium for all official communications. To sell your goods to clanish Swiss you must buy space in their national newspaper. Advertising rates 30 cents a line for one time, or 425 an inch for a year. Offices, 116 Fulton St., New York.

**R**OWELL'S 1894 Directory says that the REPUBLICAN TIMES has a larger regular issue than any other daily paper in Springfield or Clark County, Ohio. It tells the truth. The same authority says that the AMERICAN FARMER and FARM NEWS has not only the largest regular issue of any other monthly in the same city and county; but also that it has the largest circulation of any monthly in the State of Ohio, and one of the largest circulations of any monthly publication published anywhere in the world. This is also gospel truth. The advertising rates in both these publications are very reasonable, and any reputable advertising agency will recommend either or both of them. GEO. S. BECK, 160 World Bldg., New York City, Eastern Manager.

## PREMIUMS.

VICK'S MAGAZINE (300,000) is an attractive premium. 35 Times Building, N. Y.

VICK'S MAGAZINE (300,000) is an attractive premium. 35 Times Building, N. Y.

"BOX o' Brownies" (rubber stamps, retail 25c.). EAGLE SUPPLY CO., New Haven, Ct.

OUR catalogue has the best premiums. HOME BOOK COMPANY, 142 North St., New York.

SEWING machines half price to publishers. Lists free. AM. MACHINE CO., Chicago, Ill.

ST. NICHOLAS celebrates his twenty-first birthday so successfully that the first edition of the November number is all sold.

NEWSPAPER premiums. The latest ideas in parts and complete books. ARIEL BOOK CO., 1113 Market St., Philadelphia.

PREMIUMS—Sewing machines are the best. Will increase your circulation. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

DID you read what Printers' Ink said about my work, February 7, 1894? Best way to secure new readers and advertisers. Write for particulars. ALBERT B. KING, 89 William St., N. Y.

OVER 75 papers have used about 10,000 of our crayon portraits during past 3 months. No framing conditions. Send photo for sample. KELLOGG & MAYER, 96 State St., Chicago, Ill.

DOCTORS use drugs to stimulate circulation. Enterprising papers use our magnificent art folio with similar results. It's called "The American Stage." Every paper in the land should use it with the coupon system. Write about it. H. H. SELLSCHOPF CO., 302 Dearborn St., Chicago.

## ELECTROTYPES.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

VICK'S MAGAZINE, N. Y. Has all sorts of floral electrotypes.

ADVERTISING ELECTROTYPES. Patent light-weight metal backs. Best work. Prompt service. Wood or metal. WM. T. BARNUM & CO., Electrotypers, New Haven, Conn.

LOCAL advertisers, for \$1.25 per month, in advance, we will mail you each week a different comic advertising cut, which will call more attention to your advt. than would an increase of 50 per cent in your advertising space. ROWELL ADVTG. CO., 10 Spruce St., N. Y.

500 CUTS, aggregating 10,000 inches, mostly wood-cut and half-tone reproductions of paintings, all properly labeled, which cost us over \$200 and were used only once in our almanac, are offered for \$100 net, cash with order, to make room. HEROLD DES GLAUBENS, 309 Convent St., St. Louis, Mo.

CELLULITE is preferred by advertisers because it is 10 per cent cheaper than other wood or metal base cuts; it is so light for mailing purposes you save the cost of cut. Prints on wood as well as a special cut die. Cellulites and cellulite machinery manufactured by the J. F. W. DORMAN CO., Baltimore, Md., U. S. A.

## ADDRESSES AND ADDRESSING.

ST. NICHOLAS.

CIRCULAR letters, typewritten, \$1.25 per 100. Large orders promptly executed. Envelopes addressed; addresses furnished at low rate. G. P. VAN WYE, Masonic Temple, Chicago.

PERSONS who have facilities for bringing advertisers and consumers into contact through lists of names and addresses may announce them in 4 lines, under this head once for one dollar. Cash with order.

LETTERS bought, sold or rented. Valuable lines of fresh letters always in stock for rental. Write for lists and prices. Medical letters a specialty. A. LEFFINGWELL & CO., 112 Dearborn St., Chicago, Ill.

## NEWSPAPER INSURANCE.

INSURE present and future business by using ST. NICHOLAS.

## ADVERTISING NOVELTIES.

ADVERTISING rates invariable in ST. NICHOLAS.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

VICK'S MAGAZINE pays first-class novelty advertisers. None others taken.

NEW borders for effective advertising display. E. L. SMITH, 180 Washington St., Boston, Mass.

SEWING machines will boom your circulation. Write for particulars and prices. FAVORITE MFG. CO., 342 Wabash Ave., Chicago, Ill.

IF you can use clocks in your business, let us sell them to you. Want some special design made? Write about it to H. D. PHELPS, Ansonia, Conn.

FOR the purpose of inviting announcements of Advertising Novelties, likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

## NEWSPAPERS AND PERIODICALS.

Advertisements under this head, two lines or more without display, 25 cents a line. With display or black faced type the price is 50 cents a line. Must be handed in one week in advance.

## CALIFORNIA.

LOS ANGELES TIMES leads in Southern California. Sworn circulation 14,000 daily.

## CONNECTICUT.

NO other paper covers Eastern Connecticut as well as THE DAY, New London.

WEEKLY TIMES: Hartford, CONN.

THE HARTFORD TIMES.

W. O. BURR, Publisher.  
R. H. JACKSON, Bus. Manager.

Daily—12,500 circulation.

The great advertising medium for reaching the Nutmeg State.

Weekly—7,000 circulation.

Advertising rates the cheapest in the State, in proportion to circulation. You cannot afford to skip Connecticut. Send for sample copy and rate card.

PERRY LUKENS, JR., New York Representative,  
73 Tribune Building.

## DISTRICT OF COLUMBIA.

ALERT advertisers advertise in KATE FIELD'S WASHINGTON, Washington, D. C.

## GEORGIA.

THE ENTERPRISE, Smithville, Ga., all home print; 1,600 subscribers.

## ILLINOIS.

The Chicago according to the American Newspaper Directory for 1894 (now in Householder Guest press), has a larger regular issue than any other monthly paper in the State, and the Directory guarantees the accuracy of the circulation rating given by the offer of a reward of \$100, payable to any person who will prove that its actual issues were not as stated.

## KENTUCKY.

**RAISING** fine stock pays farmers. **STOCK FARM**, Lexington, reaches that class.

**THREE-WEEKLY DANVILLE ADVOCATE** covers the "Blue Grass." Annual rates, 10c. an inch.

## LOUISIANA.

**THE SIGNAL**, Crowley, proves 1,250 circ'n. 6 col., 8 p., all home print. Samples and rates.

## MAINE.

## BANGOR COMMERCIAL.

Daily average, nearly 5,000 copies.  
Weekly average, over 14,000 copies.

The Daily and Weekly editions of the **COMMERCIAL** are larger than the corresponding editions of both the other papers in Bangor combined, and only one other paper in Maine has as large a circulation as the **COMMERCIAL**.

J. F. Bass & Co., Publishers, Bangor, Me.  
**FERRY LUKENS, JR.**, New York Representative,  
73 Tribune Building.

## MASSACHUSETTS.

**NEW BEDFORD (Mass.) JOURNAL**. Daily average over 4,000. Remember us when placing ads in Southeastern Massachusetts.

**BROCKTON (Mass.) ENTERPRISE**, daily circulation 7,500. Ads 17c per inch per day. 40 words solid, 50c. for 4 times. **WEEKLY ENTERPRISE**, 1,000 circulation, 11c an inch per insertion.

In Hampden County, Massachusetts, according to the American Newspaper Directory for 1894, the Springfield **REPUBLICAN** has a larger regular issue than any other daily paper.

**WHAT** the Brockton (Mass.) **ENTERPRISE** has a circulation exceeding 7,000 copies per day is not doubted by us. The paper has a general neat appearance, a liberal advertising patronage, and a reputation for fixed rates. **BATES & MORSE ADV'G AGENCY**, Park Row, New York.

## MICHIGAN.

**FREE**

Will insert your ad free if we don't prove 30,000 every month. Rate, 15c. a line. Once a Month, Detroit, Mich.

**MICHIGAN**—In its issue of May 23d **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Michigan?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## MINNESOTA.

**MINNEAPOLIS TIDENDE** has the largest circulation of any Norwegian-Danish paper in Minnesota.

**ST. PAUL GLOBE**, daily, 22,000; Sunday, 30,000; weekly, 30,000. Eastern office, No. 517 Temple Court, New York. C. E. ELLIS, manager.

**The Housekeeper, Pays Advertisers.**  
Proof on Application. Minneapolis, Minn.

**MINNESOTA**—In its issue of May 23d **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Minnesota?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## MISSISSIPPI.

**MISSISSIPPI**—In its issue of May 30th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Mississippi?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## MISSOURI.

**HEROLD DES GLAUBENS**, St. Louis, Mo. Est. 1850. Circulation 33,000. Brings results.

**THE HOME CIRCLE**, St. Louis, Mo., is the best advertising medium in the West. 75,000 copies each month. 50c. per agate line. Established in 1880.

**HEROLD DES GLAUBENS**, St. Louis, Mo. Est. 1850. Circulation, 33,000. Brings results. Our Catholic Premium Almanac, of which over 50,000 copies are distributed, is the most handsome book of this kind published, and brings results to advertisers. For specimen copy and rates address us. Ready for press July 1.

**MISSOURI**—In its issue of May 30th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Missouri?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## MONTANA.

**MONTANA**—In its issue of June 6th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Montana?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## NEBRASKA.

**NEBRASKA**—In its issue of June 6th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Nebraska?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## NEVADA.

**NEVADA**—In its issue of June 13th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of Nevada?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## NEW HAMPSHIRE.

**NEW HAMPSHIRE**—In its issue of June 13th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of New Hampshire?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.



## NEW JERSEY.

### THE EVENING JOURNAL,

JERSEY CITY'S

FAVORITE FAMILY PAPER.

Circulation, - - - - 15,500.

Advertisers find IT PAYS!

**NEW JERSEY**—In its issue of June 26th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of New Jersey?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## NEW MEXICO.

**NEW MEXICO**—In its issue of June 26th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of New Mexico?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

## NEW YORK.

**ST. NICHOLAS.**

**VICK'S** 300,000.  
East of Rockies, 184,519. Fact.

**VICK'S** 300,000.  
East of Rockies, 184,519. Fact.

**THREE** trial lines 25c. in Watertown (N. Y.) **HERALD**—30,000 readers.

**FOR** any good business it will pay to use **THE CHRISTIAN ADVOCATE**, New York City.

**THE LADIES' WORLD** for June will be specially devoted to the interests of housekeepers. Paid circulation over 375,000 copies. Closes May 16th. July—Mothers' Number—devoted to the care of infants and children. Estimate and specimen copy sent upon application. S. H. MOORE & CO., publishers, New York.

**F. M. LUPTON'S** popular periodicals, **THE PEOPLE'S HOME JOURNAL** and **THE ILLUSTRATED HOME GUEST**. Sworn circulation, 500,000 copies each issue. Advertising rates, \$2.00 per agate line, less time and space discounts. For sample copies and further particulars address **F. M. LUPTON**, publisher, 106 & 108 Rende St., N. Y.

### A COMPARISON

During 1893 the New York **EVENING POST** contained 25 per cent more cash advertising than any other evening paper in New York, a visible concession to its superior value as an advertising medium.

**NEW YORK**—In its issue of June 27th **PRINTERS' INK** will publish an article on the subject: "What papers shall an advertiser use to reach the people of New York?" Contributions are invited from persons who deem themselves competent to prepare such an article. If use is made of any article sent in, in response to this invitation, due credit will be given, and our correspondent will be entitled to a year's subscription to **PRINTERS' INK** in payment for service rendered.

**PUBLISHERS** SILVER CROSS, 158 W. 23d St., N. Y.

GENTLEMEN:—

April 23, 1894.

We wish to congratulate you upon the great improvement in your paper, and we are pleased to state to you our belief in its value as an advertising medium, going as it does to such a select and desirable constituency. It has been the means of introducing our goods in hundreds of cities where we were not previously doing business. Yours very truly, CHILDS & CHILDS, Mfrs. "Bon-Ami" Soap.

**ROWELL** accords **THE LA ROY GAZETTE** largest weekly circulation in Genesee Co., N. Y.  
**NEWBURGH, N. Y.** Pop. 25,000. The leading newspaper, daily and semi-weekly **JOURNAL**.

### ADVERTISERS

## "GODEYS"

because the reading public are getting, through us,

"\$ for the price of 1,"

which means—"Practically your choice of any American Periodical Free."

HOW DO YOU EXPECT TO PUT

## LIFE

INTO YOUR BUSINESS IF YOU DO  
NOT PUT YOUR BUSINESS INTO

## "LIFE?"

### NORTH CAROLINA.

**THE CAUCASIAN** leads in the State. Has the largest paid-up subscription.

### OHIO.

**\$2.00** FOR one-inch hotel ad three months. **SUNDAY NEWS**, Zanesville, O.

### PENNSYLVANIA.

**SCRANTON** (Pa.) **REPUBLICAN** has the largest circulation of any Scranton paper.

**CLEARION** (Pa.) **JACKSONIAN** has the largest bona fide circulation. All home print.

**PARK'S FLORAL MAGAZINE**, Libonia, Pa. Monthly 125,000 proved circulation. Advertising office, No. 317 Temple Court, New York. C. E. ELLIS, manager.

### RHODE ISLAND.

**THE NEWS**, Providence, R. I., every evening, ONE CENT. 10,000 circulation.

**NEWPORT DAILY NEWS**, a paper of "known circulation." Average edition 3,500 copies.

### TEXAS.

## THE POST: Houston, TEXAS,

Has a LARGER REGULAR ISSUE THAN ANY DAILY IN TEXAS, and is so guaranteed by Rowell's 1894 Directory under a forfeit of \$100. S. C. BECKWITH, Sole Agent Foreign Advertising, New York and Chicago.

### WASHINGTON.

**SEATTLE TELEGRAPH.**

**SEATTLE TELEGRAPH**, the leading Democratic daily north of San Francisco.

### WISCONSIN.

**EXCELSIOR**, Milwaukee. The leading German religious newspaper in Wisconsin.

**WISCONSIN AGRICULTURIST**, Racine, Wis. Largest circulation of any English paper in Wisconsin.

### SO, & CEN. AMERICA.

**PANAMA STAR AND HERALD**—D. and w.; pub. at Panama; est. 1849. Eng. and Span. editions cover Mexico, Cent. and So. America. Cir., 27,000. ANDREAS & CO., gen. agents, 52 Broad St., N. Y.



# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO.,  
EDITORS AND PUBLISHERS.

Issued every Wednesday. Subscription Price: Two Dollars a year. Five Cents a copy; Three Dollars a hundred. No back numbers.

Newspaper publishers who desire to subscribe for *PRINTERS' INK* for the benefit of their advertising patrons can obtain special terms on application.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$15, or a larger number at three dollars a hundred.

Except by special assignment, *PRINTERS' INK* does not invite contributions from persons who expect the return of unused manuscript or to be paid for their contributions.

If any person who has not paid for it is receiving *PRINTERS' INK*, it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

OFFICES: No. 10 SPRUCE STREET.

## CIRCULATION.

Average for last 13 weeks, - 17,700 copies

NEW YORK, MAY 16, 1894.

In advertising be sure you say what you mean.

Don't pay for space, and then waste it by running a poor ad.

The power of hypnotism lies in a cleverly displayed ad.

There is not a legitimate business that cannot be benefited by advertising.

Don't be too ready to adopt new methods of advertising; be a little conservative.

CONTRAST plays an important part in display; don't be afraid of "white space."

EXPERIENCE tends to confirm the opinion that success in the commercial field to-day lies in advertising.

If you are lax in the wording of your ads, people will expect nothing better of you in your other branches of business.

FACTS remain, as ever, the most stubborn of things. This being true, no one can find any better or more potent form of argument to introduce into his advertising. Ours is a very practical age, and we really do like to "get down to facts." The advertiser who recognizes this fact scores a point.

COMPOSITORS and proofreaders get much blame for the few errors they make and little praise for the many blunders they rectify.

A MAN is never in the mood to search for the meaning of an advertisement. What you have to state must be put in the clearest and most straightforward manner.

SUBORDINATES may be capable of doing the routine work of the office, but when it comes to work that is to go out into the world, the eye of a superior should at least pass judgment on it.

DO NOT over extol the superior quality of your own goods. Self-praise will not help your case. Just make plain statements. They have a great effect on a customer. Still, if you have nothing good to offer, don't advertise.

THE man who refuses to advertise his business, saying that he is willing to let trade come to him by natural means, should, to be consistent, walk home from business, cook his dinner over a few embers, and read the paper by the light of a pine knot—if he can read.

PEOPLE who read newspaper advertisements do not look for elegance of style. They are in search of facts. Give them what they are looking for, and write a novel to show your literary ability—you need not publish it unless some other person will assume the expense.

WHILE the miser's money is secreted in a cellar, it is losing interest. The merchant who has goods in stock and fails to let the public know of it, pursues a policy that is equally unsound. In both cases the principal may be secure, but the profit which might be realized is lost.

IT stands to reason that men who know the fundamental principles of advertising, together with all the auxiliary principles that go to make advertising an art, are in a position to compete at an advantage with those who rely upon their intuition as a guide.

*PRINTERS' INK* is a text-book to the untutored; a guide to even the most proficient ad writers; an indispensable adviser to all who claim to keep abreast of the times.

A MAN is unreasonable who expects a bad advertisement to do effective work, even though it appears in a first-class paper. The paper is merely a conveyance which is used to bring the ad before the reader. Further than serving this object it is impotent. The failure to obtain results is due to the inefficiency of the advertisement. A bad one may even do harm—but it costs just as much as the best.

THE object of all advertising is the dissemination of knowledge relative to some subject with which the advertiser wishes the public to become acquainted. If the article to be advertised is not known to the public, the ad must go into a detailed explanation. Pursuing the methods of the salesman as closely as possible, it must set forth the qualities that recommend the article, tell of its cost and where it can be purchased. If the summing up is strong and the general treatment lucid, it is reasonably certain that the ad will make an impression on the mind of the reader.

#### IS IT RIGHT?

Referring again to Mr. F. C. Ringer's inquiry in *PRINTERS' INK* for May 2d, on the subject of the permissibility of

advertisers appropriating the illustrations of others, to adapt them to their own uses. Such a practice, whether right or not, is common, and growing more so.

The illustration printed here is a case in point. The Binghamton Wagon Company build high-grade buggies, surreys, etc. Their vehicles are built on honor, doubtless. Their registered trade-mark, however, is appropriated bodily from outside sources. The center is a patent medicine company's copyrighted trade-mark, and the border a design invented by the advertising manager of the Victor bicycle.

A picture is the expression of an idea. Probably it is no theft to steal an idea. A more general expression of views on this subject is invited.

#### STREET CAR ADVERTISING.

*By Wyndham Robertson.*

The difference in schemes between newspaper advertising and the various forms of "bill board" advertising is that in the former case publicity is accomplished by many readers being brought into contact with many papers; while in the case of "bill board" advertising a single fixed announcement carries the message to the crowd, instead of being subdivided into many units of information. There is no question, in the writer's mind, but that the newspaper affords the cheapest form of advertising, measured by results; and yet the bill board offers peculiar advantages in certain directions, and must not be sneered at in any comprehensive scheme of advertising.

Of all forms of the fixed single notice none surpasses in value the street car panel. The average citizen in a street car is in a peculiarly receptive state of mind. He cannot stare persistently at his neighbors; he tires of twisting his neck out of shape to look out of the window; his last resort is to read the ads in the car. He does this thoughtfully; misses no word, as his original impulse was to consume time; notes the catchy rhymes, or the illustration or the tasteful printing. The probabilities are even as to his going to business or going home. Of course, the advertising advantages are greater in the first instance. The ad thus finds him a willing reader, open to conviction, and speaks its message at the best moment, for he is more apt to act upon suggestions of purchase at that time than at any other hour of the day—for the presumption is that when he has closed his own store or office, the stores in other lines have closed also, and the advertisement on the home ride must carry its force through the evening and over the night, and can only influence action on the following day.

The pedestrian has a thousand sights and sounds to divert his attention, and he has an indifferent eye for the wayside bulletin.

But in the street car his attention is focused upon the "panel ad," and it plants its root of suggestion very deeply in fertile soil. There is then real ground of confidence in the value of street car advertising; but it must be of high quality and striking character. There is room for the very best work



in the form of advertising; the crisp, pungent, catchy line or two outweighs a dozen yards of commonplace. Much thought should be given to the typographical appearance. The most attractive panel, in the subject matter and execution, is none too good for effective street car advertising.

### THE VALUE OF DISPLAY.

Every advertiser has his opinion regarding the potentiality of display. One is certain that an ad runs the risk of being overlooked unless it has display to arrest the reader's attention. Another maintains that the beneficial results attributed to the use of display are greatly over-estimated. And so it goes.

The subject of giving an ad its proper setting is one of interest to all advertisers, and the opinions of men who ought to know something about advertising is of value to the readers of **PRINTERS' INK**.

O. E. Cozzens, of Lord & Thomas, the Chicago advertising agency, holds these opinions:

There is a point in the advertising business that I think is to a great extent given too little attention. It is the setting of ads.

Give an artist jeweler a valuable gem and he realizes that to fully develop its beauty it must have a proper setting. Why not hold to the same rule when you have a gem of an idea for an advertisement?

The printer who sets advertisements ought to enter as enthusiastically into his work as the jeweler, and be as much of an artist in his line.

The jeweler gives careful consideration to the best setting to bring out the jewel, its scintillations, beauty and brilliancy. Why shouldn't the printer carefully study the copy and bend his efforts to bring out its brightness and strong points and emphasize the meat of the advertisement?

The catchy phrase—the pathway to the goal—the article advertised—its desirable features and strong points—the name of the sponsor; all these should have careful consideration at the hands of the printer to make an advertisement successful in the highest sense of the word.

To set a brilliant advertisement in a careless manner is like putting a Meissonier in a frame of 2x4s. The man who takes time and pains in writing an advertisement and then leaves it entirely to the mercy of hurried, put-in-the-dav printers wastes his time. The printer who looks on the copy as only a means to an end—the filling of space—will seldom get up results-bringing advertisements.

The erroneous idea some advertisers have, and the conscience-easing idea many publishers have, that in large dailies an advertisement can only be thrown together on account of lack of time, was rudely shattered in my case, when I saw three intelligent printers set up a full seven-column page advertisement in two hours in an office with limited facilities. And they did this day after day, too.

I have in my mind along this line a certain large daily. To-day it is a model of ad-setting, interesting alike to printers, advertisers and readers, where but a short time ago its advertisements were not even up to the ordinary metropolitan standard. What has brought about this result? A man has taken hold of the advertising of that paper who believes that as much care should be taken of advertisements in the composing room as is taken in securing the business or in writing the advertisements, and has impressed this idea on the minds of the compositors.

In looking over the "ready-made" advertisements recently appearing in **PRINTERS' INK** I have been disappointed at the many bright advertisements spoiled by poor display. The same fact is noticeable in almost every periodical one picks up.

Good points which, well brought out, could not but help to make the advertisement strong are crowded together in solid Roman type and nothing but a catch phrase, meaningless by itself, monopolizes the display.

Right there is where the compositor should have shown his broad appreciation of the advertising situation, and shown that he understood his part of the business better than the writer of the advertisement. Several years' experience in the composing room of one of the largest advertising agencies in the country has taught me that even advertising experts are willing to forego the scheme of display laid out if they find their advertisements are in the hands of thinking compositors.

It seems to me a few practical articles on the practical side of advertising, the setting of the advertisements, could not fail to be of vast interest to your readers, and I trust **PRINTERS' INK** will from time to time favor us in this line of the advertising question with practical articles from the pens of men who are in their line successes, and who go to make the pleasing effects we see in the magazines and metropolitan dailies.

In regard to the display of the ready-made ads in **PRINTERS' INK**, it is only necessary to say that they are not printed with a view to showing the proper display, as the limited space allotted the Ready-made Department would not admit of it. These ads are offered merely as suggestions from which the astute advertiser may evolve striking ads by making a few alterations and amendments necessary to cover his particular case.

All the ready-made ads are set in nonpareil old-style, with head-lines in pica De Vinne, and an ad that occupies one-eighth single column can be expanded so as to appear to advantage in even three-column width in newspapers.

Mr. Cozzens speaks of ad-writers shifting the burden of responsibility, in the matter of display, onto the shoulders of compositors, when the writer sees that the compositor is a man who knows something about display. Is there a compositor who does not think he knows all about it? Wise builders have the key-stone of an arch

set by the master mason, so the wise advertiser will demand that the advertiser edits his own ads.

The views of C. A. Bates, the editor of the ready-made column, on this subject are:

"An advertisement should be solidified 'talk.' I differ somewhat with the Powers idea. If I saw a man on the street to whom I wished to talk I would call to him in at least a two-line pica tone of voice, and after I had him by the button-hole I would say what I had to say, clearly and distinctly, in plain pica old-style."

Continuing, Mr. Bates says: "Too much stress is laid on the efficacy of display."

A little goes a long way, and still the price paid for white space in the metropolitan dailies and magazines is enormous. It would be less expensive and probably more advantageous were advertisers to utilize less space and make their advertisements attractive reading by embodying in them common sense and good English, in a plain talk about goods, for one can see that the readers of to-day are fast awakening to a realization of the fact that by perusing the advertisements of their papers they are put in a way of finding what they want with comparatively little trouble. Ads are now read with as much zest as is the reading matter. If this idea eventually prevails the day of display will have passed, and harmonious-looking pages will supersede the piebald sheets of to-day.

#### AN EVERY-DAY EXPERIENCE.

"THE JOURNAL"—DAILY AND WEEKLY,  
JOSEPH WARD LEWIS,  
Editor and Manager.  
PITTSFIELD, MASS., May 5, 1894.

Editor of PRINTERS' INK:

I inclose copy of letter written to N. W. Ayer & Son. If it is of any value to you for publication, you are at liberty to use the whole or any part of it. Respectfully,  
LEWIS.

If you use anything of this, be kind enough, please, to send me marked copy.

PITTSFIELD, MASS., May 5, 1894.

N. W. Ayer & Son, Philadelphia:

GENTLEMEN—Your valued favor of the 4th instant is at hand.

You say you cannot place the Fairbank ad with me except you have position. I cannot give you the desired position at present, my paper being more than crowded with position ads; so we'll drop the matter right here.

As for my misunderstanding your position, I understand it perfectly, and for that reason wrote on April 28, in just the tone you write me. So far as dealing with me is concerned, it isn't necessary for you to explain how much

you want to help me to get ads. The fact, of course, is that you want to use my paper and offer all you can afford for an ad. I give you a price that I can afford to make, which, as you know, depends upon a variety of conditions and circumstances, varying somewhat from time to time. I should be glad to take all the business you send me, if I could afford it at your prices. You would be glad to give me considerable business if you could afford it at my prices. As for your being anxious to help me, or my being anxious to help you—that's a pretty little fiction which doesn't deceive either you or me, though I doubt not there are any number of publishers who think you are the most self-sacrificing people in the world.

I don't write this with injured feelings, or because I want to blow, but simply to show you that it is unnecessary for you to waste time in telling me how much you want to help me. Let me say once for all, I want all the business you can send me that I can make a profit on. I'll make what, from my point of view, is a reasonable rate; you will accept it if you can make a profit at my price; if not, you'll not give me the business. I think you understand that I understand your position.

Respectfully,  
JOSEPH WARD LEWIS.

If publishers like Mr. Lewis had a uniform schedule of charge, and agents like N. W. Ayer & Son knew it and could rely upon it, what a vast amount of letter writing would be saved. As it is, the agent writes machine-made letters by the hundred. Some bear fruit. Others fall on stony ground (*vide* Pittsfield), and bring out letters like Mr. Shaw's. Such letters are recognized by the Ayer advertising clerk having the matter in charge as just as much machine-made as the one that he had taken so much pains to construct so as to fit five hundred cases without the change of a word.

If Ayer & Son really want the paper, the letter like Mr. Shaw's is practically ignored. A new order is sent at an advance of, say, a dollar and a half over the original offer, and a cut of say eighteen dollars and a half on the publisher's upset price, and if the correspondence has proceeded far enough the publisher generally accepts in sheer desperation rather than wear himself out with any more letter writing.—Ed. PRINTERS' INK.

#### HE DON'T SMOKE CIGARETTES.

SHERMAN, TEXAS, May 3d, 1894.

Editor of PRINTERS' INK:

See marked want ad:

WANTED—A boy 16 or 18 years old to learn the bakery trade. Country boy preferred. Call at Eureka Bakery.

Can you explain why there should be a distinction made, and a country boy preferred over the town boy?  
E. C. HUNTER.

A sign in a Brooklyn store-window inquires: "What is home without good butter?"

## A REMARKABLE COMMUNICATION.

From the *American Stationer*, May 3, 1892.

The following communication has peculiarities which will suggest themselves to readers. The *American Stationer* has no use for and declines the service tendered:

WASHINGTON, D. C., April 28, 1894.

Howard Lockwood & Co., New York:

DEAR SIRS—After five years' service as law clerk and attorney for the Post-Office Department, I have resigned from the service to engage in private practice.

During such period complicated questions of law and fact, growing out of the contentions of publishers of books, newspapers, magazines, trade papers, story papers, novelettes, advertising sheets, lodge publications and those issued by benevolent and fraternal societies, in the use of the mails, have occupied much of my attention, and I may claim to possess full knowledge of the law governing these questions, as well as how the requirements or changes necessary to bring a publication within the statute and departmental rules may be effected.

I am also familiar with the statutes, court decisions and official rulings relating to lotteries or similar schemes, whether desired to aid the business or ventures of private parties, or ingrafted in the plan of corporate enterprises doing business as investment concerns. An amendment can often be suggested that will permit an advertisement of such business, once excluded, free access to the mails. The delivery of many publications is prohibited for the reason that announcements or advertisements are contained in the same, the terms of which are repugnant to the provisions of the anti-lottery, the obscenity or fraud statutes, the provisions of which are rigidly enforced by the Department. Losses that must result to publishers and advertisers from the enforcement of the above statutes and the consequent exclusion of the objectionable publications from the mails could be avoided by first consulting with me in such matters.

I feel, after an extensive experience in passing upon all manner and conditions of questions connected with the United States Mail Service, that I can offer you efficient help and counsel should you desire advice or feel that your business may be assisted by one possessing my professional and official experience covering matters of the aforesaid character.

Yours respectfully, R. W. HAYNES.

This identical Mr. R. W. Haynes was the postal clerk who, in conjunction with Mr. D. C. Fountain, succeeded in getting the Post-Office Department into its unfortunate position towards PRINTERS' INK.

Mr. Fountain, during Mr. Wanamaker's administration, was de facto head of the Third Assistant Postmaster-General's office, and Haynes, when Judge Tyner happened to be absent from the Department, posed as legal adviser to the Department. The two together exhibited a capacity for muddling that cost Mr. Harrison a great many thousand votes in November, 1892.

THE little island of Iceland, with about 70,000 inhabitants, has the same number of newspapers as the great empire of China.—*Yreka, Cal., Journal*.

## MASSACHUSETTS.

The short essays on how to advertise in a State or Territory, now appearing weekly in PRINTERS' INK, will eventually be published in book form. Populations are from the census of 1890, and all newspaper facts and statistics are based upon the *American Newspaper Directory*—the issue for 1894—issued May 1st and now on sale.

Massachusetts is exceeded in population only by New York, Pennsylvania, Illinois, Ohio and Missouri, while excepting New Jersey, Connecticut, Delaware and Rhode Island, she has the smallest territory of any State. Her population is 2,238,943, and her square miles number 8,040. She is rich in newspapers and periodicals of every class—having in all, 664; 80 daily, 358 weekly and 171 monthly. With so many people, so compactly settled, so prosperous and with so many and such excellent newspapers for them to read, the State appears to have special claim for an advertiser's consideration. When he comes to a selection of newspapers however, if he has in mind reaching only people within the State, it will be almost as difficult to decide which to omit, because of their larger circulation outside, as to know which of local circulation may yield best service.

The Boston dailies, more especially the *Globe*, *Herald* and *Journal*, are to be found in every New England State, but they are none the less of first importance to the Boston or Massachusetts advertiser. The *Globe*, morning and evening, has a guaranteed circulation of 183,047 daily, and 165,617 Sunday. It has the largest circulation given to any independent Democratic daily, and with but one exception, to any daily in North America. The *Herald* is also issued morning, evening and Sunday, and receives about the same class of patronage as the *Globe*. The *Journal* (morning and evening) is guaranteed 66,312 copies daily, and is, as it has been for sixty years, one of the most reliable and substantial newspapers in all New England. The *Post*, the out-and-out Democratic daily of New England, has printed more than 40,000 daily for the past year, while the publisher's average for February is put at over 63,000 daily and 82,000 Sunday. For local circulation the *Post* is not surpassed by any of its contemporaries. The *Evening Transcript*, in its sixty-fifth year of existence, is the tea-table paper of Boston and an exceptionally good

medium for reaching the better class of families. In its peculiarly excellent field the value of the Boston *Transcript* is not equaled by any other newspaper in the United States. In a lesser degree, peculiar excellence may be claimed for the *Advertiser*, which is older than the *Transcript* by nineteen years and is peculiarly the paper of the Boston merchant. The *Traveller* is an evening paper, Republican in politics, and a favorite with many Bostonians and suburban residents. The *Evening Record* is a penny paper, established in 1878, and reported as circulating in excess of 40,000 copies daily. Boston has one-fourth of all the population in the State, but considerably more than half of the amount to be used in advertising in Massachusetts should be expended in this city.

The newspapers and periodicals in Boston, credited with issuing more than 75,000 copies, are as follows (figures indicate circulation guaranteed):

Globe.....	D.	183,047
".....	S.	165,617
Herald.....	D.	
".....	S.	
Golden Rule.....	W.	85,355
Youths' Companion.....	W.	572,746
American Nation.....	M.	77,000
Home.....	M.	
Household.....	M.	86,000
Whole Family.....	M.	100,000

Those not already named, credited with more than 40,000 copies, are:

Evening Record.....	D.	
Journal.....	D.	66,312
Post.....	D.	
Sacred Heart Review.....	W.	40,000
Yankee Blade.....	W.	
Cheerful Moments.....	M.	
Popular Educator.....	M.	
Woman's Home Journal.....	M.	

Those not already named, credited with more than 20,000 copies, are:

American Cultivator.....	W.	
Bicycling World.....	W.	
Congregationalist.....	W.	
Pilot.....	W.	
Republic.....	W.	
Farm Poultry.....	M.	30,521
Heathen Woman's Friend.....	M.	24,500
Knights of Honor Reporter.....	M.	39,760
Our Little Ones.....	M.	
Working Boy.....	M.	
Yank.....	M.	

Those not already named, credited with more than 10,000 copies, are:

Evening Transcript.....	D.	
Journal.....	W.	11,618
Banner of Light.....	W.	
New England Farmer.....	W.	
Our Sunday Afternoon.....	W.	
Watchman.....	W.	
Waverley Magazine.....	W.	
Zion's Herald.....	W.	
Every Other Sunday.....	Bi-W.	11,500
Am. Legion of Honor Jour. M.		15,360

American Teacher.....	M.	
Atlantic Monthly.....	M.	
Babylond.....	M.	
BabyPathfinder R. R. Guide.....	M.	
Ballou's Magazine.....	M.	
Christian.....	M.	17,364
Contributor.....	M.	
Cottage Hearth.....	M.	
Frank Harrison's Short-hand Magazine.....	M.	
Heathen's Children Friend.....	M.	14,000
Household Companion.....	M.	
Life and Light for Woman.....	M.	14,183
Missionary Herald.....	M.	
New England Magazine.....	M.	
Pansy.....	M.	
Primary Education.....	M.	15,200
Social Visitor Magazine.....	M.	
Trifet's Galaxy of Music.....	M.	16,142
Blessed Hope.....	Q.	10,000

Boston has the one publication of largest national circulation in each of the following classes:

Democratic Daily.....	Globe.....	183,047
Weekly of any sort.....	Youths' Companion.....	572,746
Bi-Weekly of any sort.....	Every Other Sunday.....	11,500
Adventist.....	Blessed Hope.....	10,000
Anti-Roman Catholic.....	Am. Protestant.....	Bi-W.
Evangelical Adventist.....	Messiah's Herald.....	W.
Free Baptist.....	Morn'g Star.....	W.
Unitarian.....	Every Other Sunday.....	Bi-W.
Universalist.....	Chr. Leader.....	W.
Christian Endeavor.....	Golden Rule.....	W.
Child, & Young People.....	Youths' Companion.....	W.
Deaf, Dumb and Blind.....	Mentor.....	M.
Numismatics.....	Am. Jour. of Numismat.....	Q.
Cycling.....	Bicycling World.....	W.
Chess.....	Am. Chess.....	M.
Red Men.....	Wampum Belt.....	W.
Knights of Honor.....	Knights of Honor Reporter.....	M.
Commerce.....	Com. Bulletin.....	W.
Boots and Shoes.....	Boot and Shoe Recorder.....	W.
Engraving.....	Engraver and Printer.....	M.

The following is a list of all cities and towns in the State with a population of more than 25,000:

Boston.....	448,477
Worcester.....	84,655
Lowell.....	77,696
Fall River.....	74,398
Cambridge.....	70,928
Lynn.....	55,727
Lawrence.....	44,654
Springfield.....	44,179
New Bedford.....	40,733
Somerville.....	40,152
Holyoke.....	35,637
Salem.....	30,801
Chelsea.....	27,009
Haverhill.....	27,412
Brockton.....	27,204
Taunton.....	25,443

No daily is published in Somerville. It is a suburb of Boston, as is Cambridge and Chelsea as well, and possibly Lynn should be so considered also.

Cities having between 10,000 and 25,000 are as follows:

The asterisk before name of town denotes that no daily is published.

Gloucester.....	24,651
*Newton.....	24,379
Malden.....	23,031
Fitchburg.....	22,037
Waltham.....	18,707
Pittsfield.....	17,281
Quincy.....	16,723
North Adams.....	16,074
Northampton.....	14,990
Chicopee.....	14,050
Newburyport.....	13,947
Marlboro.....	13,805
*Woburn.....	13,499
*Brookline.....	12,103
*Medford.....	11,079
*Everett.....	11,068
*Weymouth.....	10,866
Beverly.....	10,821
Clinton.....	10,424
*Hyde Park.....	10,193
*Peabody.....	10,158
*South Framingham.....	10,000

No paper is published in Chicopee, Newton, Malden, Waltham, Quincy, Woburn, Brookline, Medford, Everett, Weymouth, Hyde Park and South Framingham are practically suburbs of Boston, as Chicopee is of Springfield and Beverly and Peabody of Salem.

Cities between 5,000 and 10,000 are:

Westfield.....	9,805
Amesbury.....	9,798
Adams.....	9,213
Natick.....	9,118
Milford.....	8,780
Spencer.....	8,747
Melrose.....	8,519
Gardner.....	8,424
Marblehead.....	8,308
Southbridge.....	7,655
Danvers.....	7,454
Wayre.....	7,329
Plymouth.....	7,314
Leominster.....	7,269
Dedham.....	7,123
Watertown.....	7,073
Webster.....	7,031
Wakefield.....	6,982
North Attleborough.....	6,727
Palmer.....	6,540
Stoneham.....	6,155
Andover.....	6,142
Athol.....	6,139
Middleboro.....	6,065
West Gardner.....	6,000
Revere.....	5,668
Arlington.....	5,629
Greenfield.....	5,552
Rockland.....	5,213
Westborough.....	5,195

Amesbury, Milford and North Attleborough only in this list issue a daily, and a considerable number of the other places are pretty thoroughly reached by the Boston dailies.

Every county is represented in the above lists excepting Barnstable, Dukes and Nantucket.

The following is a list of all newspapers in the State, outside of Boston,

credited with issuing more than 5,000 copies:

Athol.....	Healthy Home.....	M.	8,729
Baldwinville.....	Cottager.....	M.	14,999
Brockton.....	Enterprise.....	D.	7,277
Fall River.....	Globe.....	D.	6,400
Greenfield.....	Gazette and Courier.....	W.	5,826
Lowell.....	Sun.....	D.	
Lynn.....	Evening Item.....	D.	
	Ingall's Home and Art Magazine.....	M.	
	Modern Priscilla.....	M.	
Salem.....	Evening News.....	D.	14,210
Springfield.....	Union.....	D.	16,881
	Republican.....	D.	
	".....	S.	
	New England Homestead.....	W.	
	Farm and Home.....	S. M.	
	Amateur Gardening.....	M.	15,500
	Domestic Journal.....	M.	5,000
	Good Housekeeping.....	M.	55,000
	Kindergarten News.....	M.	
	Library Bulletin.....	M.	7,500
	Paper World.....	M.	7,600
Worcester.....	Evening Post.....	D.	8,874
	Telegram.....	D.	
	".....	S.	
	Skandinavia.....	W.	5,771
	Catholic School and Home.....	M.	5,000

Those not already enumerated credited with more than 2,500 copies:

Fall River.....	Evening News.....	D.	
	L'Independant.....	W.	4,945
Fitchburg.....	Sentinel.....	D.	3,315
Haverhill.....	Gazette.....	D.	
Holyoke.....	Transcript.....	D.	
Lowell.....	Evening Star.....	D.	4,672
	News.....	D.	
Malden.....	Evening Mail.....	D.	2,591
North Bedford.....	Evening Journal.....	D.	3,414
	Evening Standard.....	D.	
Newton.....	Journal.....	W.	3,850
North Adams.....	Transcript.....	W.	3,422
Northampton.....	Gazette.....	W.	3,200
Peabody.....	Advertiser.....	W.	2,900
Pittsfield.....	Sun.....	W.	3,552
Somerville.....	Journal.....	W.	
Springfield.....	News.....	D.	
	Homestead.....	W.	
Tuft's College.....	Universalist Union.....	M.	4,900
Westfield.....	Valley Echo.....	W.	3,635
Winchester.....	Royal Arcanum Guide.....	M.	
Worcester.....	Evening Gazette.....	D.	
	Spy.....	D.	
	".....	S.	
	".....	W.	

The Worcester *Spy* was established as a weekly in 1770, and daily in 1845. It combines for Worcester the good points of the *Journal*, *Transcript* and *Advertiser* of Boston.

Those not already enumerated, credited with more than 1,000 copies, are:

Andover.....	Townsmen.....	W.	1,164
Athol.....	Chronicle.....	W.	2,300
	Univer's Exchange.....	M.	2,417
Brookline.....	Chronicle.....	W.	1,150
Cambridge.....	Chronicle.....	W.	
	Press.....	W.	
	Tribune.....	W.	
Clinton.....	Courant.....	W.	
Fall River.....	Herald.....	D.	
	Advertiser.....	W.	
	Catholic Advocate.....	W.	



Fitchburg.....	Mail.....	D.
	Sentinel.....	W. 2,364
Gloucester.....	Cape Ann Breeze.....	D.
	Times.....	D.
Gt. Barrington.....	Courier.....	W.
Haverhill.....	Evening Bulletin.....	D.
	".....	W.
Holyoke.....	Democrat.....	D.
Hyde Park.....	Times.....	W. 1,080
Lawrence.....	Eagle.....	D.
	Evening Tribune.....	D.
	American.....	D.
	Der Anzeiger.....	W. 1,650
	Sunday Telegram.....	W.
Lowell.....	Citizen.....	D.
	Courier.....	D.
	".....	W.
	Mail.....	D.
	Times.....	D.
Lynn.....	Press.....	D.
	Bubier's Popular	
	Electrician.....	M.
Malden.....	Evening News.....	D. 1,350
	Mirror.....	W.
Medford.....	Mercury.....	W. 1,319
Milford.....	Journal.....	D.
	Gazette.....	W. 1,950
New Bedford.....	Standard.....	W.
Newburyport.....	Evening Herald.....	D.
	News.....	D.
Northampton.....	Gazette.....	D. 1,700
	Herald.....	D.
Pittsfield.....	Eagle.....	W.
	Sunday Morning	
	Call.....	W.
Rockland.....	Independent.....	W. 1,275
	Standard.....	W. 1,008
Salem.....	Mission Worker.....	M. 1,500
So. Framingham.....	Tribune.....	W. 1,525
Spencer.....	Leader.....	W. 1,050
Springfield.....	Union.....	W.
	Republican.....	W.
	Herald of Life.....	W. 1,350
	N. E. Stove, Hard-	
	ware and House	
	Furnisher.....	M.
Taunton.....	Gazette.....	D.
	News.....	D.
Walpole.....	Democrat.....	W. 1,735
Waltham.....	Tribune.....	D.
Watertown.....	Enterprise.....	W. 1,440
Westborough.....	Chronotype.....	W. 1,265
West Gardner.....	Journal.....	W. 1,300
Weymouth.....	Gazette.....	W. 1,450
Worcester.....	Dispatch.....	W.
	Messenger.....	W.

The favorite advertising medium in Boston, in Massachusetts, and in New England as well, is the *Boston Globe*. Some other journals claim superior excellence on one point and another, but take it all in all a consensus of the opinions of advertisers places the *Globe* well in advance of every competitor. This position, rather quickly gained, but firmly held and admitted on all sides, indicates a quality of successful journalistic enterprise and merit so marked that it is simply wonderful. When an extensive advertiser looks around over the length and breadth of the land, he finds much difficulty in deciding upon even one other paper possessing equal capacity to benefit without requiring materially greater outlay.

# HIS REASON.

"We do not quote circulation figures for reasons which are satisfactory to ourselves."—*Extract from a letter dated May 4, from Charles H. Grasty, General Manager Baltimore News.*

The position taken by the *News* is one that any publisher has a right to maintain. It is one that many publishers will maintain so long as the public believes their circulation to be larger than it is. By setting the public right they have something to lose and nothing to gain. Baltimore has always been one of the most difficult places in which to obtain any definite information about the actual editions printed by its newspapers. Its newspapers are excellent, however, and profitable, too.

## WOOD PAPER IS FOUND DURABLE.

The first book made of ground-wood paper has been placed in the Berlin testing office for examination recently. It is said to be in good condition. As it was printed in 1852, very nearly half a century ago, the argument that wood-paper has no durable qualities appears to be seriously shaken.—*E. r.*

## JOURNALISTIC POETRY IN TEXAS.

The Tyler (Texas) *Telegram* modestly appeals for subscribers as follows:

Awake, awake, don't be a clam,  
Subscribe for the daily *Telegram*.  
Anglo-Saxon, sons of Ham,  
Dutchman, Dago, Chinaman,  
Tom, Dick and Harry, Bill and Sam—  
They all read the *Telegram*.  
As the book of the great I Am,  
Filled with truth is the *Telegram*.  
So let other papers shriek and damn,  
You keep your shirt on and be calm,  
And read the daily *Telegram*.

THE Atlanta *Constitution* prints a little paper for the young folks called the *Constitution, Jr.*, and the Savannah daily *Dispatch* is running a serial headed, "Fables for Infants." The scope of journalism is broadening.—*Macon Evening News.*

## Displayed Advertisements

50 cents a line : \$1.00 a page : 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

**SUPERIOR** Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

**PRINTING INK**—Four Cents Per Pound. Wm. JOHNSTON, 10 Spruce St., New York.

**STAMPS FOR COLLECTIONS**—Send for Bats. E. T. PARKER, Bethlehem, Pa.

### RAPID ADDRESSING.

The only authentic Trade Lists, Envelopes and Wrappers addressed in a hurry by machinery. Names guaranteed absolutely correct. For particulars address F. D. BELKNAP, Pres't., 315, 316 Broadway, New York City.

**BEST  
HALF-TONE  
PORTRAIT,**  
Single col.

**\$1.50**

CHICAGO PHOTO ENG. CO., 126 Madison.

**POSTAL NOTES ABOLISHED.**

The only substitute that will accommodate or satisfy the people is our PATENT COIN MAILING CARDS. Indispensable to a mail business. Special imprint on cards free. Address for samples,

ALVORD & CO., DETROIT, MICH.

# Arthur's and Peterson's.

**\$100  
PER PAGE**  
for both  
Magazines.

**F. E. MORRISON, Adv. Mgr.,  
500 TEMPLE COURT, N. Y.**



## CONFIDENCES.



**Yes, Jennie, I have noticed it.  
I would not speak of it at all  
Were it not for the fact  
That I know a remedy.**

I had the same experience.  
Every now and then,  
And always at a time  
Most inopportune,  
One of those little pimple-like blotches  
Would appear on my face  
And annoy me  
Beyond expression.

I haven't had one for six months now.  
I have a talisman  
That protects me.  
I get it at the drug store.

**You have seen the advertisement—  
I am pretty sure.**

## Ripans • Tabules

Is the name—three dozen in a box!  
Swallow one after dinner,  
Or just before bed time,  
About once a week and  
You will be annoyed no more.  
But more beautiful! If you  
Would believe that possible.

**THE  
TOLEDO  
BLADE.**

**TOLEDO, OHIO.**

## THE DAILY EDITION

more thoroughly covers Toledo and Northwestern Ohio than all the other daily papers of Toledo combined.

## THE WEEKLY EDITION

is more evenly and thoroughly distributed into every State and Territory of the United States than any other weekly-to-a-daily published.

For particulars and advertising rates,  
address

THE BLADE, TOLEDO, OHIO.

## THE RELIGIOUS PRESS

1017

## NEWSPAPERS AND PERIODICALS

In the issue of PRINTERS' INK for May 30th there will appear

1. A statement of the number and aggregate circulation of the newspapers and periodicals issued in the interest of each of the 66 sects or religious bodies represented by regular publications.
2. The name and circulation of the leading weekly paper of each sect will be designated and stated.
3. A complete catalogue of the religious papers having a regular circulation of more than 2,500 copies each issue will be given; the papers of each sect being arranged in a list by itself.
4. A statement of the number of communicants, their geographical distribution, and other interesting facts and statistics concerning each denomination.
5. All classified, tabulated and arranged to facilitate use by advertisers.

**Price 5 Cents.**

## TO WHOM

IT MAY CONCERN.

CAN

WRITE ADS

moderately well,

ARRANGE DISPLAY

with effect,

SELECT MEDIUMS

with discretion,

ANALYZE VALUES

with success,

BUY ADVERTISING

with economy,

SAVE MY CHARGES

in discounts,

SERVE U

WITH SATISFACTION.

CHARLES K. HAMMITT,

ANYTHING IN  
ADVERTISING.231 BROADWAY,  
NEW YORK.

## SUMMER BOARDERS.

THE

National

Tribune

OF WASHINGTON, D. C.,

reaches the most prosperous  
people in every town in the  
North and West.

Summer Hotel Proprietors  
would do well to use its col-  
umns to reach a paying class of  
patrons. Address

THE NATIONAL TRIBUNE,

WASHINGTON, D. C.

Or BYRON ANDREWS,

66 Pulitzer Building, New York City.

## KEY TO SUCCESS



## Where to Look For It.

A lady came to me several years ago and begged as a special favor that I take her son, a boy of some eighteen summers, in my office and teach him business ideas and business methods. She stated frankly that he had tried several professions, but somehow or other he had failed in everything he had undertaken. I gave him employment in my Philadelphia office and found him wanting both in ambition and application, and at the end of ten days sent him home again. His father called to learn the cause of his being dismissed, and I told him frankly that he was spoiling a good mechanic by endeavoring to make something else out of his son. I afterwards learned that the boy wanted to be an engineer, but his parents were well-to-do and wanted him to aspire to something a little more genteel. Finally he did go on the railroad, and to-day is a successful engineer in the employ of the Pennsylvania R. R. Co. He had found the key to success, because he had at last looked for it in the right place. He would have found it earlier in life had he been permitted to search for it in that direction from the first.

The industrial and financial road through life is lined with failures and wrecks to-day, because some people have at some time or other caught a glimpse of the key to success, but allowed it to slip from their grasp, through an imprudent step. They may have lived beyond their means, or perhaps borrowed money in order to expand or increase the volume of their business, and most likely they looked for success in a wrong direction and failure resulted, while others in the same line of trade met adversity with smiling faces and rode triumphantly through the storm. The one is prudent, the other rash and with no thought for the future. The one prepares for war in times of peace. The other anticipates only continued peace, and is ill-prepared for war when it comes. The one has found the key to success by employing good business methods, observing good business rules and practicing economy, and in fact is the right man in the right place. The other is, to use a terse expression, a misfit. He may be the right man, but he is in the wrong place. He should have been a doctor, a lawyer, a farmer, or a mechanic, perhaps. He did not find the key to success because, first, he looked in the wrong direction; secondly, he employed the wrong measures to find it.

Delaware is not a large State, but Wilmington, Del., is quite a large city—over 62,000 inhabitants—and the key to successful advertising in Delaware is to use THE MORNING NEWS, the only morning daily in the State.

In Philadelphia, Pa., use THE CALL. It goes into more homes than any other Philadelphia afternoon paper. Address all communications to EDGAR M. HOOPES, Mgr. MORNING NEWS, Wilmington, Del., or Mgr. Foreign Advtg., THE CALL.



## Notice of Removal.

CAMPBELL

PRINTING PRESS AND  
MANUFACTURING  
COMPANY,



NEW ADDRESS:

METROPOLITAN BUILDING,  
1 MADISON AVENUE,  
COR. 23d STREET, NEW YORK.

When in the City don't fail to see our "NEW MODEL" Web run on a DAILY at an easy speed of 9,000 to 12,000 per hour.

## Advertising Novelties.



*Fence-Board and Oilcloth Signs.  
Rulers, Yardsticks, Wood Novelties, Etc.*

ILLUSTRATED CATALOGUE FREE. PRICES VERY LOW.

BUY DIRECT AND SAVE AGENTS' COMMISSION. ADDRESS

**THE AMERICAN ADVERTISING CONCERN,**  
LOCAL AGENTS WANTED. JAMESTOWN, N. Y.

### THE FACT

that over a million and a quarter Homes have declared their preference for a comparatively new publication very naturally suggests that this phenomenal popularity rests upon some successful secret.

### THE SECRET

is this: COMFORT is unlike any other paper. Its original, exclusive copyrighted matter appeals to the heads and hearts of **The People** and carries pleasure and profit to six million readers.

### THE RESULT

is: "If you put it in COMFORT it pays."



VOLUME 6 N°7 (MAY)  
PRICE 25 CENTS PER YEAR

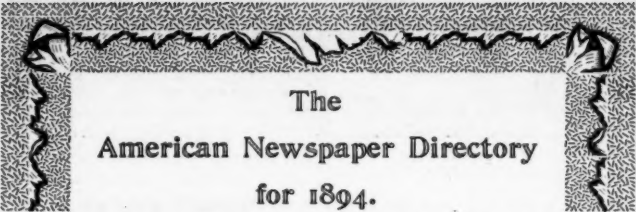
**MAY 1894**

PRINTED BY  
THE GARNETT & MORSE CONCERN  
AUGUSTA, MAINE.

Home Office:  
Augusta, Maine.

Space of agents or direct of the publishers.  
Boston:  
John Hancock Building.

New York:  
Tribune Building.



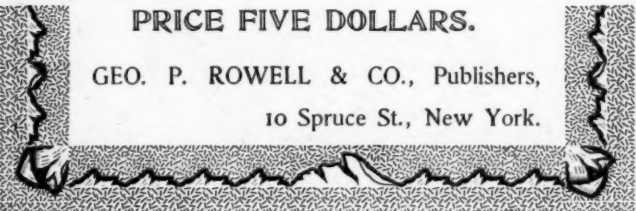
## The American Newspaper Directory for 1894.

A publisher and purveyor of advertising space, whose opinions of the American Newspaper Directory are worthy of publicity, is Mr. James H. Beals, Jr., the President of the New York Newspaper Union. Mr. Beals may be regarded as representing the local country weekly. Nearly all the 1,400 publishers who procure their partly printed sheets ("patent insides") from Mr. Beals' ready-print establishment are rated in the Directory, and hence a large proportion of its contents is studied by him with considerable interest.

"The fact that I keep no other Newspaper Directory in my office," said Mr. Beals, "is a pretty fair indication of the value I set upon it. It is undoubtedly the best work of that character published, and I can offer no suggestion as to its improvement because I consider it already as near perfection as money and labor can make it. I am satisfied that the reports printed in the Directory concerning the circulations of the more important papers are tolerably correct. If errors do exist, I think they are rather favorable than otherwise to the publisher. The mistakes in the book which have come to my notice are in the ratings accorded country publications. I know the circulation of the papers partly printed by my company just as well as the publishers do. A newspaper owner does not order more copies of his paper printed than he is certain of selling. If we are in the habit of supplying him sufficient papers for a thousand copies and he is accorded a circulation in the Directory of 800, we know an injustice has been done him. I have not the least suspicion that Geo. P. Rowell & Co. desire to do an injustice to any one. I feel sure that no improper motives guide them in the ratings they accord. I do not deny that a newspaper publisher can avoid an under-rating by making a return of the number of copies of his paper printed. A certain number of them do so, but I fear their reports are not always correct. Every now and then some customer of ours will complain that a rival publisher has sent in a report of that character and been given a rating in the Directory to which he was not entitled. I believe that \$100 reward offered for evidence of false reports has a deterrent influence on publishers disposed to make untruthful returns. This is especially the case with those papers wholly or in part printed in a different office from the one they are published in.

"It is not the same, however, in the case of papers printed in the office of the publisher by his own employees. If he is in the habit of making false reports he will be careful not to engage any one whom he has reason to suspect would betray him.

"I recognize the right of an advertiser to know the exact circulation of every medium he is asked to give business to. I would never think of refusing information of that nature to any advertiser who contemplates using the list of papers I represent. I believe an advertiser who allows himself to be controlled in his selection of mediums by the ratings in the Directory is not liable to go far astray. But I also believe he should give a publisher a hearing before refusing to pay more for space in his paper than the circulation ratings in the Directory show it to be worth."



PRICE FIVE DOLLARS.

GEO. P. ROWELL & CO., Publishers,  
10 Spruce St., New York.

# At Last!!

In last week's PRINTERS' INK I advertised that I had sold ten tons of printing ink, and 1,150 pounds over, at four cents a pound by the barrel or six cents a pound by the keg, and that not one pound had been returned and not one buyer had found any fault.

That advertisement had scarcely gone to press before the Hagerstown, Md., *Globe* reported that the ink I had sent them was too thin.

Out of 171 orders this was the first complaint.

The proprietor of the *Globe* says that the temperature of his press-room is 80°. In ordering originally he stated that the temperature of his press-room was over 70°. The ink sent him was for that temperature. I sent a heavier ink to replace that returned.

How many ink manufacturers can say that out of 171 orders they have but one request to make the ink—a little thicker or a little thinner?

FOUR OF MY CUSTOMERS HAVE BOUGHT TWICE OF ME.  
ONE CUSTOMER HAS BOUGHT THREE TIMES.  
TWO CUSTOMERS HAVE BOUGHT FOUR TIMES.  
ONE CUSTOMER HAS BOUGHT NINE TIMES.

and none of these has found any fault.

Messrs. George Munro's Sons, No. 17 Vandewater st., New York, who use a thousand pounds a week, have bought INK of me nine times. I recently asked their man how he liked the ink.

He said that they "had no fault to find."

I asked him if the ink was as good as they had been using. To this he repeated his first answer that they "had no fault to find."

I asked him if anybody wrote to him about it if he would say the same thing.

He answered, "Certainly!"

I refer to my 4-cent ink in 500-pound barrels, sold for \$20, check with the order. The barrel contains 500 pounds of ink. 500 pounds *net*.

To insure an ink that will exactly

suit, all that has to be done is to send a copy of the paper to be printed, tell the kind of press used, the temperature of the press-room, and send a check.

The last specification is even more important than either of the others. In some cases I have waived the three specifications first set down, but the fourth one NEVER.

My prices are: 500-pound barrel at 4c., \$20.00; 250-pound barrel at 4½c., \$11.25; 100-pound keg at 5c., \$5.00; 50-pound keg at 5½c., \$2.75; 25-pound keg at 6c., \$1.50. Delivered at any railroad, steamboat, or express office in New York. Address

WM. JOHNSTON,  
MANAGER PRINTERS' INK PRESS,  
10 SPRUCE ST., NEW YORK.



# Western People

Admire a live, enterprising, progressive newspaper which is not only up with the events of the day, but which is a leader in ail movements for the advancement of the interests of its section, State and people. The leader in the Rocky Mountain Section is

## The Colorado Sun,

N. EISENLORD, Manager.

DENVER, COLO.

The Daily, Sunday and Weekly SUN has a larger following and influence than any other paper in Colorado.

Subscription Price: Afternoon and Sunday Morning, 35 cents a month; Weekly, 50 cents a year.

*No newspaper in the Rocky Mountain Country claims one-sixth the circulation of the Weekly Sun, which has FOUR times the COMBINED circulation of the weekly issues of the other three Denver papers.*

### CIRCULATION, BY STATES, OF THE COLORADO WEEKLY SUN.

#### FOR WEEK ENDING

May 5, 1894.

Colorado .....	4425
Texas .....	2697
Oregon .....	2104
Kansas .....	1634
California .....	1602
Nebraska .....	1441
Washington .....	1420
Idaho .....	1062
South Dakota .....	983
Missouri .....	963
Utah .....	935
Montana .....	921
Wyoming .....	804
Indian Territory .....	666
Illinois .....	599
Arizona .....	529
Nevada .....	539
Oklahoma .....	517
Minnesota .....	503
New Mexico .....	502
North Dakota .....	491
Iowa .....	464
Michigan .....	377
Indiana .....	133
New York .....	100
Ohio .....	83
Pennsylvania .....	67

Carried forward... 26,540

#### FOR WEEK ENDING

May 5, 1894.

Brought forward...	26,540
Arkansas .....	45
Wisconsin .....	43
Canada .....	36
Tennessee .....	34
Massachusetts .....	27
West Virginia .....	18
North Carolina .....	18
Vermont .....	15
Maine .....	15
Kentucky .....	14
Georgia .....	11
Florida .....	10
Alabama .....	10
Mississippi .....	9
South Carolina .....	8
Delaware .....	7
Virginia .....	7
Louisiana .....	6
New Jersey .....	5
Connecticut .....	4
Rhode Island .....	4
District of Columbia .....	3
Foreign .....	3
Maryland .....	2
Old Mexico .....	1
Alaska .....	1
New Hampshire .....	0

Total.... 26,896

Display Rate for Weekly, 10c. per Agate Line.

For further information address

**THOS. D. TAYLOR,**

Manager Eastern Office,

TRIBUNE BUILDING,

NEW YORK CITY.

*"Justice, with uplifted scale,  
TRUTH, in nice balance with gold she weighs,  
And solid pudding against empty praise."*

IT TAKES  
ONLY HALF  
AN EYE  
TO SEE

THAT 



There are a great many things that should be considered in order to make advertising profitable; the two principal and most important are:

**QUALITY and QUANTITY.**

— THE —

**Denver Republican**

 **HAS BOTH** 

**19,401 DAILY. 26,322 SUNDAY.**

*Sworn Average for 1893.*

Established in 1866, it has grown in power and influence with the people of the **GREAT WEST**, and is to-day, as it has been for more than a quarter of a century, the leading newspaper outside of Chicago and St. Louis. It has no rival in the State of Colorado, and the advertiser who wants to cover that section has no other means of reaching **ALL THE PEOPLE.**

**S. C. BECKWITH,** Sole Agent  
Foreign Advertising,

48 TRIBUNE BUILDING, NEW YORK.

509 "THE ROOKERY," CHICAGO.

# SPECIALTIES IN SUMMER ADVERTISING

· NOW COMMAND THE BEST ATTENTION OF ALL MOST INTERESTED. THOSE IN NEED OF ATTRACTIVE ADVERTISEMENTS, EXPERT ADVICE, ASSISTANCE OF ANY KIND, SHOULD APPLY AT ONCE TO . . .

**The George P. Rowell**

**Advertising Company,**

*Newspaper and Magazine Advertising,*

**10 Spruce Street,**

**NEW YORK.**